

JAN 16 1914

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Vol. XIII. No. 1.

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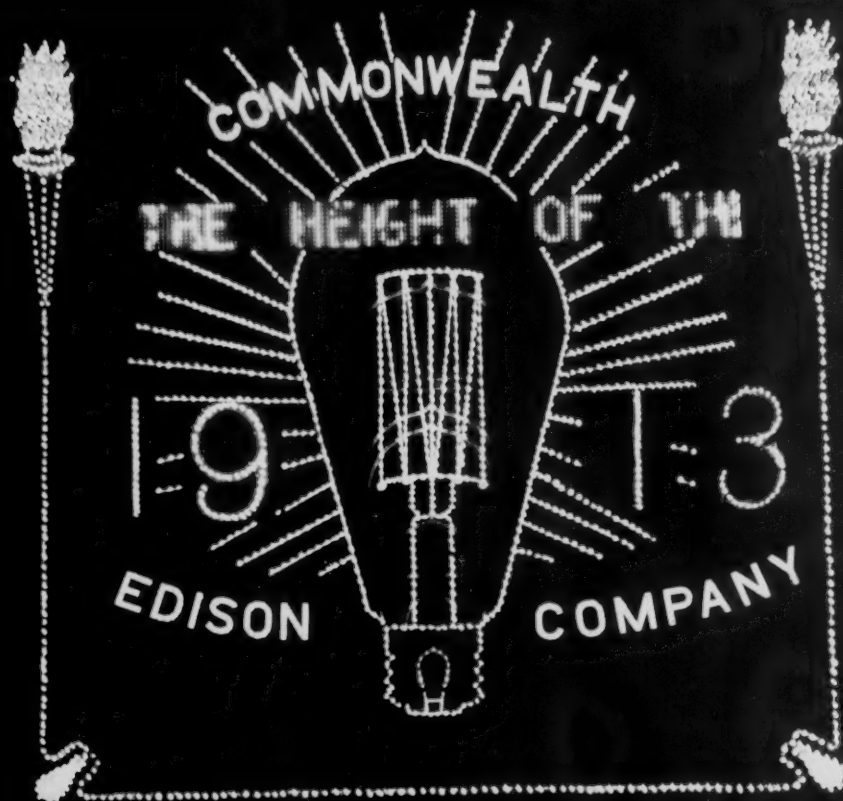
JANUARY, 1914

ELECTRICAL MERCHANDISE AND SELLING ELECTRICITY

Published by THE RAE COMPANY. Publication Office, Brattleboro, Vermont

New York Office, 17 Madison Avenue

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ELECTRICAL MERCHANDISE

SELLING ELECTRICITY

VOLUME XIII JANUARY, 1914 NUMBER 1

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MR. CENTRAL STATION MAN

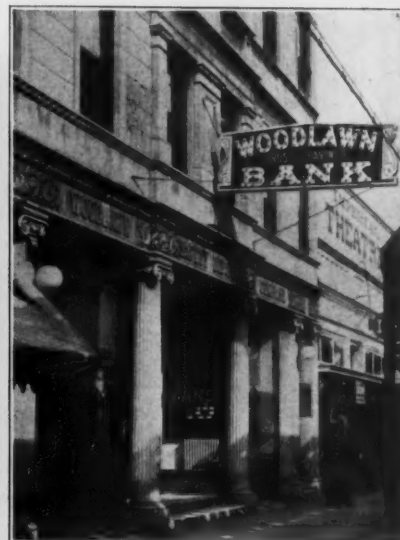
We offer you an Electric Sign with real advertising value, built better than the underwriters require.

Our Designs

Our Service

Our Great Big Organization wants to help you make your city an electric city.

Write us today.



Thos. Cusack Company

CHICAGO, ILL.

SERVICE



Why do the big central station people call on "Greenwood" when they are "up against it" and need a sign "in a hurry"—? ?

Because they KNOW that Greenwood can "deliver" on time, that their organization is such that there is no delay in getting a sketch, getting a sign, and getting a shipment—in fact, getting "service" without any sacrifice of QUALITY.

The photograph above shows the new Durham slogan sign as it appeared LESS THAN THREE WEEKS after order was placed. The sign was built during one of the heaviest months we have ever experienced—but no one else had his work delayed.

Sign measures 50 ft. high by 40 ft. wide, contains 1200 lamps, and with its vari-colored, scintillating borders, tells its story emphatically.

We can deliver smaller signs promptly, too—Try us.

Individuality

Greenwood Advertising Co., Knoxville, Tenn.
Greenwood Advertising Co., (Western) Los Angeles, Calif.

ELECTRICAL MERCHANDISE AND SELLING ELECTRICITY

Edited by FRANK B. RAE, Jr.

EARL E. WHITEHORNE, Managing Editor

Developing the Prospect List

Six Methods by Which a Profitable Prospect List May be Built Up and Maintained.

By H. A. BAKER

[After all, there is nothing more important to the sales department of a central station—or any other business—than a truth-telling prospect list. The value of the sales a man can make in a day's work depends more on whom he talks to than upon the number of calls he makes. The best advertising matter ever printed is poor stuff if it is mailed to an inefficient list. Everything depends on your prospect list, the men you call upon, the women you talk to, the people you influence by your direct advertising.]

This article of Mr. Baker's is worth a little study. It carries a message to every central station sales manager. What he tells you here was learned in the operation of a very active electrical merchandising business. It is not theory alone; it is the product of a definite work-a-day experience. And while Mr. Baker's enterprise was essentially a retail store, the problem of the prospect list was in no ways different from that confronting every central station. In both cases the whole issue is to secure a list containing only names of people who will be susceptible to influence and in a position to purchase, once you have induced the desire for a wider utilization of electric service. As near as possible, it must be free from waste.—Editor.]



DEVELOPING a prospect list resolves itself primarily into a problem of elimination. By this I mean that there are certain people in any community which the merchant serves to whom an attempt to sell his product would hardly pay, since the cost of developing the inclination to buy would be too great.

In my line—electrical merchandising—current users or prospective current users are the only ones rationally to be considered. Among them we eliminate those who have not the means to purchase the devices we have to sell. We try to reach the prosperous middle class and the wealthy.

In line with this policy, we make a definite campaign for prospects, so that the salesman can employ his time profitably in presenting his arguments and evidences only to those whom we have reason to suspect can eventually be placed on our list of customers; and so that he can be reasonably sure of knowing which particular device the prospect will be interested in. We develop such a campaign along several varied lines and, for the sake of convenience, I will detail our procedure under the following headlines which I name in the order of their importance:

1. Getting prospects from present customers.
2. Getting prospects by telephone.
3. Getting prospects through exhibitions.
4. Getting prospects by circular letter.
5. Getting prospects by means of window displays.
6. Getting prospects by means of store and central station display.
7. Getting prospects by special canvass.
8. Getting prospects by blind advertisements.

No. 1—Getting Prospects from Present Customers

This is by far the most fruitful and least expensive method. The idea is to have the salesman visit the customer after the sale has been consummated, showing her, thereby, that he has faith in the ability of our merchandise to give satisfactory service, and volunteering to lend any assistance which may be necessary to assure such service. At the same time, he suggests that the particular device she has purchased would undoubtedly be valuable to many of her friends, and that he would be pleased to have her supply a list of names of such

NAME		PROS FOR	
ADDRESS		PHONE NO.	
GOOD	FAIR	DATE	
POOR	N. O.		
ON TRIAL	PULL O		
SOLD	COMP. OR TRIAL		
COMP. PULL O	COMP. SOLD		
CASH	PAYMT		
		SALESMAN	

A prospect form used by Mr. Baker. The salesman keeps one copy on his own file. The second copy is filed in the office according to date so that it will come up for attention at the proper time.

friends as she believes would be interested. This method has proved exceedingly valuable in obtaining prospects for the larger devices—washing machines, mangles and vacuum cleaners. We sometimes find it advisable to offer a nominal inducement of a cash rebate to our terms-plan customers for all prospects furnished by them, who later develop into customers.

A short time ago we discovered a laundry soap of exceptional cleansing qualities which was being sold to the laundries in barrel lots. We had this soap put up in our own cartons so that we could sell it to our washing machine customers. We sold it to them practically at cost, since we were not looking for profits from soap, but for a definite prospect list. And this plan kept us in such close touch with our customers that they freely volunteered any names of washing machine prospects that came to mind.

No. 2—Getting Prospects by Telephone

Our plan here is to select, in the telephone book, the names of twenty or twenty-five people whose location leads us to believe that they are moderately well-to-do customers. We then call them up, and generally find little difficulty in securing an audience.

The young lady who assumes this duty, attempts to interest the householder in electrical home equipment in a general way and to explain briefly any device in which the woman appears to be particularly interested. At the same time she impresses her with the fact that our representative will gladly call to explain in detail and show her photographs of and recommendations for that device. This plan has added a large number of prospects to our list and developed a few direct telephone sales.

I might say, in passing, that as the local lighting company has refused to furnish us with a list of their customers, it appeared at first that we might be forced to call up several non-current users. However, our experience has proved that a little over 85 per cent of the telephone subscribers are current users. Consequently we waste very little time in talking over the telephone to people who are not in the market for our goods.

No. 3—Getting Prospects Through Exhibitions

We have made it a policy to exhibit our merchandise in as many localities as possible, and at every favorable opportunity. The cost of these exhibitions at church fairs, household shows and town halls in the suburbs is very moderate, compared with the results obtained. At these exhibitions we make it a policy to have at hand a registration book, which combined with our demonstrator's offer to send literature relative to the subject that is most interesting to the visitors, has usually developed quite a number of fruitful prospects. I may mention here another source of prospects closely allied to the above. The writer personally has given a number of talks to various sororities and women's clubs on the subject of household economics. The membership lists of these clubs have served as an exceptionally productive prospect list.

No. 4—Getting Prospects by Circular Letter

This is a subject to which the writer has devoted a considerable amount of attention. Our first attempts at securing prospects in this manner left much to be desired, but I believe this was largely the fault of the letters rather than the method, as our later attempts have been far more productive. The essential thing in this method is to make it easy for the recipient to answer the letter. We find it most useful to enclose a post card with both an affirmative and a negative reply printed thereon.

At first, it was necessary for the recipient of the letter to sign her name in one of the places provided for that purpose in the answer spaces. However, we have since obtained better results by inserting the name, ourselves, in typewriting in the name space on each of the perforated reply cards, instructing the recipient to return either the "affirmative" or the "negative" card, using the one cent stamp which is clipped to our circular letter.

No. 5—Getting Prospects by Means of Window Display

I, personally, am a great believer in window displays and we take advantage of every available opportunity to use them. We use not only our own windows for display purposes, but also the window of the electric light company. We also have lately carried displays in the windows of suburban, drug and grocery stores.

While we are running our displays in the various suburban windows, we aim to circularize every home within a radius of one-half mile. Our circulars describe our windows and their purpose. Thus they secure a certain number of transient customers for the merchant who gives up his window to our purpose. At the same time, they insure the full effectiveness of our displays. In his turn, the merchant is generally willing to give us a list of his regular customers who serve as an excellent prospect list for us. If washing machines are sold to any of the customers, we make the grocer or druggist an agent for our washing soap. Thus, we secure his sustained interest and cooperation.

No. 6—Getting Prospects by Means of Store and Central Station Display

The displays in our store and in the show rooms of the local central station often convert supposedly uninterested spectators into active prospects. We find that such people, when correctly handled by a competent saleswoman or salesman, usually center their attention upon some one appliance, and

often are willing to divulge their identity in order to receive circulars and printed matter relative to the same. In such cases, we never fail to send the circulars and printed matter, and to rapidly follow them up with a personal call from a salesman.

No. 7—Getting Prospects by Special Canvass

We occasionally employ the method of special canvass. This is very similar to the house-to-house canvass, differing only in the respect that the canvass is made in a district and under conditions which assure a favorable hearing. For instance, when a certain new residential district, where no gas was available, was opened up, our salesman was "on the job," fighting tooth and nail with the oil and gasoline stove man for the range business. Under these conditions, we found in the better districts that we could sell about one electric stove out of every ten stoves sold. This small proportion of electric stoves, while disappointing to the writer, is gradually increasing, and I believe that if we continue our energetic campaigning, at least every other stove in these districts will be electric within the next few years.

No. 8—Getting Prospects by Means of Blind Advertisements

The blind advertisement is an old trick of the piano and sewing machine salesman. We have adopted it bodily and experimented with it. Here is the way you work it. You insert an advertisement in the classified section of the local newspaper, stating that the advertiser has a washing machine, or some such article, which he will allow any interested person the use of during his temporary absence from the city. Replies to this advertisement are addressed to a box number, and we have obtained some prospects by this method. We have not finished our experiments with the blind advertisement, but the results thus far obtained warrant our belief that its possibilities are great.

Of course we obtain a number of prospects from entirely unlooked for sources and sometimes use various combinations of the methods we have described. One of our special plans that has worked out very well and enabled us to enjoy a practical monopoly of the babies milk bottle warmer business, was to have our porter secure a daily list of the birth records from the recorder's office. We immediately addressed a letter to "Baby Jones" or "Baby Smith" recommending vigorous crying in the event that "Daddy" refused to purchase a milk bottle warmer or heating pad. This letter was usually shown to the whole "Smith" family, including "Grandpa" and "Grandma."

Of course we make full use of all the ordinary methods of obtaining available prospects, such as the Dodge reports and other building records, the automobile license applications, and club membership lists.

When the name of a prospect is once secured, we consider it a thing of definite value. We use a simple prospect form which permits our salesman to fill in all the information we deem necessary. The salesman retains one copy of this form which he files alphabetically in his personal prospect file at our office. The other copy is filed by the writer according to date, in order that it may be brought up for attention at the proper time.



A Sign-full of Lamp History

Commonwealth Edison Co's New Sign Traces the Growth in Lighting Value of a Customer's Dollar

The new electric sign, which has been erected on the rear of the Commonwealth Edison Company's building, at No. 28 North Market Street, Chicago, Ill., introduces a new talking-sign device known as the motograph. By means of this device, the Commonwealth company is able to describe, on its sign, quite a bit of lamp history and to trace at some length the growth of the company's electric service.

It is really a complicated story to tell in mere words, but the underlying scheme of the motograph can be readily made out by a careful study of the picture. In the first place, the following verbal message is run by the motograph in electric letters six feet high, across the top of the sign: "The increase in the amount of electric light \$1 will now purchase as compared with 1896 and



New sign of the Commonwealth Edison Co. of Chicago

intervening years is shown by the height of these lamp outfits. Phone Randolph, 1280."

During the time it takes to run this "story" once on the motograph, the lamp outlines, which give the real significance of the sign, appear twice. The varying sizes of the lamps, each representing a period of incandescent lamp development, are plainly shown in the picture, and a correspondingly bigger value in electric light for the customer's dollar. First the "baby" carbon lamp of 1896 (in the base of the big lamp in the picture) comes on, the others following in rapid succession until the mazda lamp of 1913, fifty feet high in the sign, blazes forth to indicate the big value in electric illumination that every Commonwealth customer now receives for his dollar. On either side of the main display, and directly connected to the border, two torches are constantly aflame, and are rendered all the more realistic by a vari-colored travelling border.

Taking the display of the Commonwealth Edison Company as a whole, there could hardly be a more forceful or appealing way to educate the public of Chicago that central station service means vastly more—dollar for dollar—to the customer today than it meant in 1896, or 1903, or even 1910. The display was built by the Federal Sign System (Electric) of Chicago, and the motograph is one of this company's latest sign developments.

A Four-Time Success in Nashville, Tenn.

How the Four Electric Cottages of the Nashville Railway & Light Co. Unearthed Much New Business in "Weak" Central Station Territory.

By J. E. CARNES,
Contract Agent Nashville (Tenn.) Railway & Light Co.



URING the past few months, we have conducted a series of four very successful "Electric Cottages" in our suburban sections where educational effort of this kind was most needed.

The total sales and attendance for the series were as follows:

Old Houses Wired.....	86
Orders for Connections.....	141
Flat Irons.....	116
Other Appliances.....	33
Small Motors.....	3
Total Attendance.....	2678

Our electric cottage exhibitions were therefore not only successful as educational ventures, but in point of sales as well. April, July, September and October were the months represented and each of the exhibitions lasted one week except the October one, which was of two weeks' duration. Taking into account the rainy weather during the October demonstration, we consider the results to have been uniformly good for the entire series.

Our first consideration in each of these exhibits was to find a suitable house and location. While we experienced some diffi-

house was already very completely wired and outside of an electric porch light and several switches, no other wiring was needed. Appropriate lighting fixtures were loaned by one of our local fixture dealers, and a card announcing this fact was displayed on one of the walls in the house. All furniture and furnishings, except druggets and floor coverings, were loaned by a local furniture house. Floor coverings were bought at a close price from the dealer who provided the furniture. The same floor coverings, with one or two additions, were used in all four of our cottage displays. They are now in very good condition and will be used again next summer, as we expect to continue this educational movement next year.

The interest in things electrical was greatly stimulated by the week's exhibit, and the new business secured from this territory during the two months following, showed a material increase over any previous month's business. Another interesting and important result was accomplished on the third day of this electric cottage display, one that helped us to secure cottages in other locations. We sold this cottage for the owner at the price at which he had been holding it for over a year. We also sold the electric fixtures that were loaned us by the contractor, and were able to give the furniture man a good mailing list and some live prospects.

The results from Electric Cottage No. 1, secured during the week of April 12 and immediately following, from the prospects obtained during the exhibit were:

Old Houses Wired.....	18
Orders for Connections.....	36
Flat Irons.....	27
Washing Machine.....	1
Attendance for week.....	564

We were forced to use a meeting hall over a suburban drugstore, for Electric Cottage No. 2, which was held during the week of July 21. We were unable to find a suitable house in this locality. In this case, we secured the use of the hall through the advertising attraction the exhibit would afford the druggist. We mentioned his name on handbills, tickets and on our illuminated billboard. It happened that this exhibit was held during the period of the month that our bills for this section were mailed, and so we enclosed a card invitation to every customer in this locality.

The results from Cottage No. 2 were:

Old Houses Wired.....	35
Orders for Connections.....	31
Flat Irons.....	24
Other Appliances.....	4
Attendance for Week.....	540

Electric Cottage No. 3 was held during the week of September 1 in the parsonage of one of our suburban churches which happened to be vacant. A preacher from another church in the neighborhood conducted our drawing on Saturday night. We paid \$10.00 for the use of this house for one week. We also arranged with the ladies of the church to hold a lawn festival on one night during the week, and through their cooperation we aroused the interest of the entire community.

The results from Cottage No. 3 were:

Old Houses Wired.....	20
Orders for Connections.....	33
Flat Irons.....	22
Other Appliances.....	1
Attendance for the week.....	778

Electric Cottage No. 4, opening October 20, offered several new conditions. Bad weather, with four rainy days during our first week, greatly influenced our attendance. We obtained the use of a house that had been "For Rent or Lease" for some time, on practically the same arrangement as was made in the case of Cottage No. 1. We were to pay the owner no rent but agreed to use every effort to rent his house to a desirable tenant. On account of the bad weather, it was decided to extend the exhibit through the next week, and for this additional use of the house we paid \$15.00. To overcome the handicap of unfavorable weather, space in the street cars was used to advertise Electric Cottage No. 4. Invitation cards were also distributed, during rush hours, on the street cars that covered the section in which our exhibit was being conducted. Limited newspaper space was also used. As a result we had visitors from all sections of the city, not sufficient in number, however, to warrant the expense of general publicity methods.

No. _____

HOLD THIS TICKET

This Ticket Entitles the Holder to participate in a Drawing to be held at the

ELECTRIC SHOW

Wright's Hall
Fourth-Exhibit and Charlotte
SATURDAY NIGHT, JULY 29th. 8 O'CLOCK

Holders of Lucky Numbers Must Be Present at the Drawing

Two Useful and Practical Electrical Appliances will be Given Away Absolutely Free

DETACH AND DEPOSIT
This Part of Ticket
In Box: This stub must show correct name and address of holder of this number.

One side of the drawing ticket customarily used by the Nashville Railway & Light Co. in connection with its electric cottage exhibits.

culty in finding exactly what we wanted, in all cases, yet we feel that three of the four locations selected could not have been improved upon. It was necessary to find an unoccupied house, on or near a car line, in the center of the area or section to be worked.

For our first "Electric Cottage" held during the week of April 12, we secured a small five-room house that had never been occupied and was for sale at the time. This house had been on the market for over a year, and the owner was not receiving many inquiries. We interested the owner in our proposition to completely furnish his house, and explained to him that if there was anyone in the locality interested in buying a home, his house would certainly be equipped attractively and should make a most favorable impression upon at least five hundred visitors during our week's exhibition. We were successful in pointing out to this owner, the benefit that would accrue to him from our plan. Thus, we secured his cooperation with the understanding that we would repair any damage done to his property, and, further, that we would make him a present of all wiring installed by our company. The

SPECIAL OFFER

Proposition "A"—We will wire for Four Lights complete all ready to turn on—for \$11.50—\$2.50 cash and \$1.00 a month. (Old or already built houses only.)

Proposition "B"—If your home is wired and within reach of our lines, we will loan you necessary lamps and connect our service from street FREE on 60-day Trial.

Proposition "C"—Ten per cent. off regular selling price of all Electrical Appliances ordered at the Electric Show. (Easy Terms.)

Ask our Representatives for further particulars or Call M. 5000

Nashville Railway & Light Co.

Name _____
Address _____
Wired _____
Interested in _____

The other side of the drawing card shows the special wiring offer. The stub bears the name and address of the holder, and he is made a company prospect.

The rainy weather continued throughout the entire two weeks and naturally affected our total attendance and sales. Despite this fact, however, we rented the house to a tenant very satisfactory to the owner of the property, and secured the following new business:

Old Houses Wired.....	13
Orders for Connections.....	41
Flat Irons.....	43
Other Appliances.....	27
Small Motors.....	3
Attendance for the two weeks.....	796

To summarize our experience with the electric cottages, we are convinced that exhibits of this kind can be very profitably conducted in every residential center of the city. The total expense or outlay for a display of this character can be held within a very reasonable limit. The items are practically confined to Rent, Advertising, which includes the printing of handbills and tickets, Illuminated Bulletin, Wiring, Furnishings, and Prizes. The same furnishings can be used many times. It will not always

be necessary to pay rent for use of the property, and in many cases very little wiring will be required. The prizes, consisting of appliances or wiring certificates, can be made any amount desired.

Since we found that the winners in our Saturday night drawings often lived in unwired houses and would have no use for appliances, we issued wiring certificates equal in value to the appliance prizes offered in order to take care of this condition. By making these certificates transferable, the owners were encouraged to dispose of them in the event that they could not be induced to apply them on the wiring of their own homes. In this way the Company reaped the benefit of much free soliciting, and several wiring certificates changed hands, finally resulting in new wiring contracts. At the close of each week's exhibit, the stubs of all tickets, bearing the names and addresses of visitors, were classified according to the nature of the prospect, and then assigned to the several company representatives to be followed up.

The reception hall, parlor, dining room, bed room, and kitchen were the rooms fitted up in each cottage. We were careful to see that each cottage was furnished in a manner consistent with the homes in the same locality. The same care was exercised in the selection of the lighting fixtures. Electrical appliances and devices were displayed and properly connected for demonstrating purposes in every room, the arrangement and display being consistent with the needs and requirements for electrical conveniences in each department of the home.

As one of our methods of advertising the Electric Cottage displays, we distributed handbills on Saturday morning, announcing the opening of the week's exhibition on the following Monday afternoon. We also placed an illuminated signboard in front of the house, extending our invitation to the public and announcing that free prizes would be given away on Saturday night.

No newspaper space was used for three of our exhibits owing to the restricted area of the localities and the fact that isolated sections were being worked. We secured free reading notices, however, in all the daily papers. The handbill and signboard announcements that free prizes would be given away on Saturday night were successfully used as "pullers." We took advantage of the human desire to "get something for nothing," and used the drawing tickets as a means of getting the names and addresses of, and working data on, every visitor.

The Electric Cottages were regularly in charge of the representatives responsible for the development of the respective territories or sections being worked. The cottage exhibits placed the salesman or representatives of the Company on a very different footing with customers and prospects than when working from house to house in the usual manner. The salesmen devoted their mornings to following prospects and made a special point of extending personal invitations to everyone called on during the week. One of the most gratifying results of our summer's work in the electric cottages has been the unmistakable value of this close contact with the public in the several communities in which the cottages were located. We made better friends of our customers and the public in general and the "at home" atmosphere was much in evidence at all times.

The cost of making our exhibit in Cottage No. 1 was under \$50. The average cost on Cottages Nos. 2 and 3 was under \$75. The cost of conducting Cottage No. 4 was \$105. These figures seem small when you

consider what the value of the four electric demonstrations has been to the Nashville Railway & Light Company. They have had a far-reaching influence from an educational standpoint, and when it is considered that the locations selected were in all cases chosen because of their lack or need of development from an electric service viewpoint, the results have been very satisfactory. Our general appliance sales for 1913 have shown an increase of 107 per cent over the same period of 1912, while up to November 1, 1913, we had sold over two and one-half times as many flatirons as we sold during the entire year of 1912. We believe that our electric cottage demonstrations are entitled to a liberal share of the credit for this splendid showing.

Somewhat apart from the above story, because it is designed to stimulate our own men rather than the public, itself; yet of the same cloth because it is only another

they are not productive of immediate sales or results. This is our method of encouraging the outdoor men to refer prospects to the office. This stimulation of our salesmen to a healthy interest in their work by means of the liberal commission policy we have described above, we consider to be another leading factor in our greatly enlarged appliance business of the past year.

20,000 Shareholders for the G. E. and Westinghouse Co's.

The General Electric Company and the Westinghouse Electric & Manufacturing Company, combined, have about 20,000 shareholders at the present time. The General Electric Company has about 1,000 more shareholders than the Westinghouse Company. The capital of the former concern approximates \$101,350,000 and that of the latter \$40,650,000. It has been estimated that the sales of the General Electric Company, for the last year, were close to \$100,000,000, the Westinghouse sales, \$48,000,000, and the sales of the Western Electric Company, which is capitalized at \$15,000,000, about \$76,000,000. The dividend rate of the Western Electric Company is higher than that of the other two companies. However, in the case of the other two companies, the balance available for dividends is a much larger proportion of the total sales than the Western Electric Company allows. Hence, the difference is not so great as the above figures would indicate.

30 Miles of Light Near Los Angeles

A street lighting installation of unusual magnitude is nearing completion near Los Angeles, Cal. Ornamental standards to number of 375 have just been installed to light the 15-mile section of boulevard lying in the region of Owensmouth, Marion and Van Nuys, which are situated within a radius of fifteen miles from Los Angeles. Sherman Way, West Sherman Way, and North Sherman Way already have been well lighted, and a fourth adjoining section of the state highway will shortly be finished. It will require 600 electroliers for the whole installation, which will make possible thirty miles of exceedingly well-lighted and paved highway encircling one-half of the San Fernando Valley. The total cost of installation will be about \$70,000.

In this lighting installation, all of the circuits are installed in underground conduit. In the sections where the boulevard traverses towns or cities, five-lamp standards are used with the lamps pointing upward. In the country districts three-lamp standards are employed with the center lamp upright and the two side lamps inverted. In the case of the city-type standard, the top lamp burns all night while the four side lamps are extinguished at 1 a. m.

The Southern California Edison Co. both maintains and supplies the current for the lights. This service includes renewals of lamps and globes, also the painting and washing of the standards.

H. L. Doherty, F. W. Frueauff, W. J. Barker

Frank W. Frueauff has been elected president of the Denver (Col.) Gas & Electric Light Company to succeed Henry L. Doherty, who has been made chairman of the newly created office of chairman of the board. Mr. Frueauff was vice-president of the company, and its predecessor, the Denver Gas & Electric Company. William J. Barker is the new vice-president and general manager of the company.

VISIT —THE— ELECTRIC COTTAGE

Corner Tenth and Fatherland

ONE WEEK, BEGINNING MONDAY, OCT. 20
EVERY DAY, 3 TO 9 P. M.

This is not a salesroom. It is a complete EXHIBIT of electrical devices, including Electric Lamps, Fixtures, Electric Motors, and various other novel and interesting Electrical Apparatus.

It is the purpose of this **Electric Cottage** to place before the residents of this community a practical and instructive demonstration of Electric Cooking Appliances, the Electric Coffee Percolator, the Electric Washing Machine, the Electric Vacuum Cleaner, the Electric Sewing Machine Motor, Electric Flat Irons, Electric Stoves, and many other Electrical labor-saving devices which have rendered **ELECTRIC SERVICE** a necessity in every home.

Free Prizes Saturday Night

Every visitor to the **Electric Cottage** will be presented with a ticket entitling the holder to participate in a drawing to be held Saturday night, Oct. 25th, at Eight o'clock, when two Useful and Practical **ELECTRICAL APPLIANCES** will be given away absolutely

F-R-E-E

Holders of Lucky Numbers must be present at drawing. If the holders of the winning numbers are living in homes not wired for **ELECTRIC LIGHT** a DUE BILL for an amount equal to the Company's selling price of the article won will be given, to pay on the cost of wiring the home of the lucky parties.

ASK FOR A TICKET

You Can't Afford to Miss this Interesting and Instructive Demonstration. Remember—It's All Free—One Week Only—Beginning Monday, October 20th.

3 TO 9 P. M. EVERY DAY

NASHVILLE RAILWAY & LIGHT COMPANY

A handbill distributed by the Nashville Railway & Light Co. to announce the opening of an electric cottage display in a suburban district.

device for increasing the Nashville appliance market, is our commission plan. We allow all our outside salesmen a commission of fifty cents on every electric flatiron they sell, and ten per cent of the selling price on all other appliances. We place the maximum commission on any one article at \$1.00, with the exception of certain appliances, such as vacuum cleaners and washing machines. We have placed a higher premium or commission on our most profitable current consuming devices.

For sales made in the office, we allow our indoor salesmen and office clerks one-half of the commission allowed the outdoor salesmen. The other half of the office commissions are lumped and divided equally among those members of the outside sales force who have made appliance sales during the month. Thus we assure our outside men that their efforts will receive the proper cooperative support of the office, even when

The Wastefulness of Being Busy

A Little Confidential Talk on a Most Important Subject at a Most Appropriate Time.

By EARL E. WHITEHORNE



AM thinking of two men who have made a big impression on me because each, in his own way, has discovered the wastefulness of being busy. They have both learned the thriftlessness of over-effort, and how to sidestep work and still be successful producers.

Though these two men are both employing and directing salesmen in the electrical industry, they are different in everything else. They are different in temperament, different in experience, and different in method, but they both have arrived at the same deduction on this point. They have stopped doing it themselves and are operating others. They have stopped working with their bare hands and have got themselves tools and learned how to use them. They have recognized the difference between business and busy-ness.

Of course, this sounds trite. Theoretically we all agree. But just the same, half of us are getting bald-headed with work and the size of the bald spot doesn't have the slightest relation to the prosperity produced.

When I first knew these men I wondered. Neither one of them ever looks busy. There are no papers on their desks. There are no clerks dashing in to ask questions. There is no fever in the atmosphere, whatever. They always seem to have time to sit and talk awhile. One of them uses no desk. He sits at a table in the centre of his office and generally there's nothing on it but a blotter.

How do they get away with it?

It doesn't take long to find out. They hire other men to do the work. They hire clerks to fuss with the papers. They keep themselves free, happy and clear-headed to do the thinking and the planning and the remembering, and to stand ready to lend a hand when something starts to slip.

The Boss gets to be boss for the brains that he has in his head. His job is to use them.

A whole lot more good central station money is being wasted by managers who work too hard than by salesmen who don't work hard enough. Show me a man who spends his days in a whirl of busy-ness, hustling every hour to keep up with the clock, and I'll show you a man who is overlooking four opportunities out of every five. He is keeping the engine a-going but he is so engrossed in what he is doing that he has no attention for belts that slip off and stop the machines that are actually grinding out the goods.

You can't expect an outside salesman to have a big enough perspective to work efficiently without stimulation and support. He has a day-by-day job, a temperamental job, a hard tiring effort that is up and down with cheer and discouragement. It is a job that deals today with one set of prospects and to-morrow with another, that is confined to the capacity of a single man and affected by a dozen irrelevant influences, including the weather and indigestion. But the sales policy, the market opportunity of the central station he works for, needs bigger thinking than any one salesman can give or any number of associated active

salesmen. It demands a brain that is not snarled up in a burden of daily routine and is free to observe and ponder and plan. The sales manager, whose desk is a clearing house for routine matters and whose every hour is actively busy, cannot be as big as this.

You know and I know that this is the exact condition existing in most central station organizations today.

Take a look at this thing. What's the purpose of a central station anyway? Why along comes Old Man Capital and says, "Here's a city full of people who want electricity. Let's manufacture it and sell it to 'em and make some money." Up goes the plant and in goes the manager.

Well, what is his real problem? There is only one way to build up a business and that is to sell the goods. So the manager hires some salesmen and says, "Here, go get orders." And they get 'em, and the manager has his own work to do and he does it. He considers that the way to win business is to go out and find it, so he gives each salesman a territory and keeps them all plugging away and they make gradual gains.

Understand, this is a loose translation. I know, actually, that today the up-to-tricks central station has a new business manager in charge of salesmen, holds salesmen's meetings, and builds up a real cooperation spirit in the organization and profits by it. But, nevertheless, it is still true that in the majority of cases the individual salesman is still doing his work with his bare hands, because the Big Boss is too busy to sit back and do a lot of placid, comprehensive thinking.

Sending out a salesman to sell goods is not like leading a man to a cord of wood and telling him to saw it into two-foot lengths. It is more like hiring hands to work your farm. They may plow and harrow and plant and sweat and do all the heavy labor that could be required for a bumper crop, and still get no better than a 30 per cent yield because *you* have failed to provide fertilizer, or because *you* have failed to practice a crop rotation and nourish the fertility of the soil. Or, perhaps *you* have not seen that the men plowed deep, and harvested when the crop was right.

The man who profits from agriculture, does so because he is big enough and placid enough to look beyond the day and study the operation of the farm-year. It is the same old game of "Plan your work and work your plan."

And just so, the sales problem of the central station boils down to the one all embracing query—"How can we induce the public to use more electric current?" Good service being presupposed, the salesmen will be the biggest factor in getting the business. But more will depend on the ability of the manager to *utilize* these salesmen than upon the individual skill of his scouts in influencing the prospects to sign.

And there's the big weak spot in central station selling, today. The manager has not awakened to the wastefulness of being busy.

Why does he hire salesmen? To go about among the people and make friends. To interest the people in electric service and what it offers in comfort and convenience.

To explain and describe all about the modern current consuming appliances and make them coveted in every home. Also, to talk away misunderstanding and prejudice, and to "sign-'em-up." There's the objective, as plain and clear cut as the farmer's desire for a big crop. But how about the conservation of fertility? How about the efficient management of labor? Are you planning for the farm year, or do you just send out the hands for the day?

Consider the salesman, how he works. His ability to get business depends entirely on his ability to talk to prospects and influence them. If he makes ten calls a day where he finds the prospects accessible, and keeps it up for the 25 working days of each month, those calls cost 40 cents apiece, when the man draws a salary of \$100 monthly. Of these 250 visits the proportion which produce actual sales is naturally a small minority. One, two, three, four more calls are made sometimes before the missionary work is done. And if the selling man must do it all, each educational visit will cost another 40 cents paid out of the profits of the central station. Is there no cheaper way to do this missionary work? Is there no way to do this explaining and arguing *before* the salesman calls, to fertilize the soil he works in and increase the influence of his labor?

That is where the over-busy manager wastes ten times more money than would hire him an assistant to do his other work. Unsupported salesmen, making 40 cent calls among strangers who have never heard a friendly word from the company, are as extravagant as high-price farm hands working in worn out and unstimulated soil.

The cost of an extra salesman who would influence say 250 homes a month will send an educational influence into three or four or five thousand homes, month after month, and increase the productive power of every other salesman on the staff and bring far greater returns than the one extra worker could ever have accomplished. The sales manager who sits clear headed with leisure and freedom to operate his men and expand his opportunity is bigger than he who is fondly called "a glutton for work."

Beware the wastefulness of being busy! There is no virtue in work for itself alone. And the idea being, after all, simply to sell the goods, and make the profit and win the personal prosperity, why let the hustle-habit crowd out all thought of the real objective.

To put all your selling money into advertising and hire no salesmen to follow it up, is not one whit more foolish and expensive than to spend all your appropriation on salesmen working unsupported by the educational, friend-making publicity that prepares the way before them at a lesser cost. And there is no profit in so immersing yourself in your organized routine that every unexpected opportunity has to fight for recognition.

This is January. Another record is just starting. Play the game this time for the year-period. Intensive efficiency will win more increases than forced draught and overload, and bring more lasting benefit. Don't keep on working with your bare hands.

St. Joseph Holds Electric Show

The Story of a Popular Success With Many Evidences of Good Central Station Policy

The St. Joseph (Mo.) Railway, Light, Heat and Power Company held its first electrical show—the "Fos Festival"—December 16 to 23. It was so successful, both in point of sales and attendance, that it will be made an annual event. J. H. Van Brunt, general manager, and H. C. Porter, new business manager of the central station, organized and managed the show.

In addition to the permanent lighting of the building, 14,000 electric lamps were used in the decorations, 8,000 of them in a canopy which covered the entire ceiling. These lights were so blended with bunting as to make the whole interior of the auditorium one beautiful mass of green and white. A huge Christmas tree, in the center of the building, reached from the floor to the roof. It was decorated with 1,500 green and white electric lights, while above it swung a 15-foot Christmas bell in the same colors, with a big mazda lamp as the clapper.

On the day before Christmas, the City Federation utilized this tree for a big celebration for poor children. An electric fountain was another feature and the streets, leading to the auditorium, were brilliantly decorated by means of two large electric arches and a series of electric-lighted Christmas trees arranged along the street.

In point both of practical and entertainment features, the show was very comprehensive and complete. A "house electrical" and model show windows were installed; there was a special demonstration of Christmas appliances, and the usual exhibitions of other household and industrial equipment. There was also an electric vehicle exhibit,

and a special effort was made to greatly increase the use of pleasure cars and trucks in St. Joseph. The entertainment features included cabaret shows, gymnastics, and electric illusions, with sacred concerts on Sunday. H. C. Porter has this to say about the success of the event:

"The Fos Festival was a huge success from every standpoint and has done more to advertise our Company than any advertising scheme that we have ever used.

"We have an auditorium, with a seating capacity of 8,000 people. Yet we were obliged to close the doors three nights, because it was impossible to accommodate the crowds. The merchants trimmed their windows for the occasion and were very enthusiastic about the exhibit. As they say, it was held at the physiological moment and brought thousands of people down town who otherwise would not have come, and besides, a great number of out of town visitors who were attracted by the wide publicity given the show. We had bill posters pasted in twenty small towns in the vicinity of St. Joseph.

"We were also greatly aided by the generous publicity of the local newspapers. Notwithstanding their natural conservatism, they cooperated with us, from the first moment we announced the show until its close.

"The manufacturers and contractors backed our efforts with exhibits of everything electrical. The local electrical contractors were very much pleased with the event, as it resulted in the sale of a great many electrical appliances. I might add that St. Joseph was peculiarly ripe for an electric show, as exhibits of this character were practically unknown here and the people were naturally responsive to such a novelty."

In addition to what Mr. Porter says, these

three significant facts are to be noted. The price of admission was only ten cents. Hence, the attendance was large and many people visited the auditorium several times, thus making the show more valuable to the central station as a medium of education. The central station also offered to donate one-fourth of the gross receipts to the Federation of Women's Clubs provided that they sold 19,000 tickets to the Fos



A huge Christmas tree, and a beautiful blending of electric lights and bunting formed the decorations of the electric show in St. Joseph, Mo.

Festival. The Federation accomplished its part of the bargain, and will use the money as a nucleus for a new settlement house. Naturally, the St. Joseph women were very much pleased with the central station's generosity, and the company salesman should find it easier to gain an audience when they undertake to sell household appliances to these women. Finally, in accordance with the request of the St. Joseph negroes, the company held over the show one day for their especial benefit. This was not only generous, but also good business, as many of these negroes may make good future customers.

J. E. Harsh

J. E. Harsh, treasurer and new-business manager of the City Light & Traction Company of Sedalia, Mo., and formerly connected with Doherty companies at Joplin, Mo., and Denver, Colo., has been made manager of the Salina (Kan.) Light, Power and Gas Company in the place of W. E. McFadden, resigned.

George C. Richards

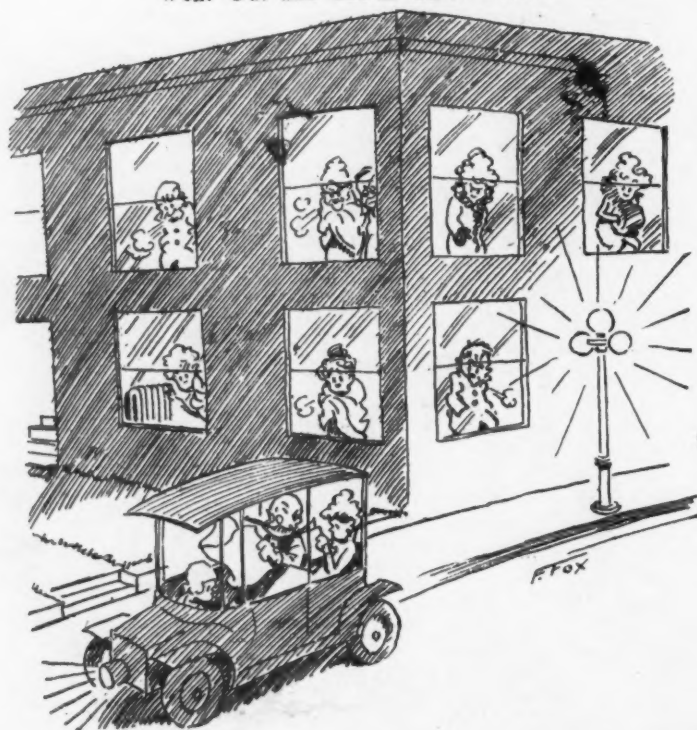
The Chicago Jovian League recently presented George C. Richards, a former Jovian statesman, with engrossed resolutions of thanks for his services in bringing about better relations among the Jovians in Chicago, in the formation of the local organization, and in conducting successful rejuvenations.

J. H. Hart

J. H. Hart of Salem, N. J., has been appointed president of the Pennsgrove (N. J.) Electric Light, Heat & Power Company.

THE EVENING SUN, MONDAY, OCTOBER 27, -1913.

While Every One Else in the Flat Was Freezing the Smiths Went Out and Sat in Their Electric



This cartoon is another evidence of what the newspaper man can do to give publicity to electric appliances. Perhaps this cartoonist doesn't own a car of his own, but probably his friend does, and has been impressed by its luxuriousness and furnished with the inspiration for this cartoon. He can draw cartoons about the comfort and utility of electric household appliances just as well as about cars if he knows about them. For, remember, the cartoonist is always hungry for suggestions.

Public Utility Salesmanship

The Part the Appliance Salesman Plays in Bringing His Company and the Public Together

By ROBERT W. KIPLE, VICE-PRESIDENT
The Gas and Electric Demonstrator, Inc., Easton, Pa.



HE duties of the merchandising and commercial department of a public service corporation, such as our organization, are to promote the sale of the product of the operating company, and to bring about closer relations between the company, its consumers, and the public. Promoting the sale of gas and electrical energy covers the introduction of devices and appliances for consuming gas and electricity, educating present and prospective consumers to properly and economically use these appliances, extending their use by applying our product to the needs of the public, developing friendly relations, and attending to its needs.

The sales organization—and by the organization is meant each and every person connected therewith—must have to start with enthusiasm and confidence. The largest asset of the sales force lies in the salesman's enthusiasm and confidence in himself and his cause. His value to his organization lies in his ability to infuse this enthusiasm and confidence into his prospect.

The salesman who starts his daily work with an "I can't" comes mighty near starting it with an "I won't." When he does that he admits to himself that he cannot, and it doesn't take much of an argument from his prospect to make him lie down and quit.

But, when he goes after that same prospect with enthusiasm and confidence, backed by a thorough knowledge of what he wants to sell, the prospect usually becomes a buyer or consumer.

The successful salesman must have a thorough and comprehensive knowledge of the goods or proposition which he has to offer. It is impossible to know too much even of the smallest details of your line. It is only the possession of such complete knowledge that gives the unconscious and unoffensive air of authority, without which the salesman is a mere juggler depending upon the "tricks of the trade" to catch an occasional order from the unsophisticated. The instant that your prospective consumer finds that you know less than he does on some particular point, you are on the defensive, and generally have opened the way to a defeat of your proposition.

When a prospective consumer or buyer is approached, it must be borne in mind that he is using his present system of lighting or power, because, up to the present time he has considered it the best. Don't expect that our first burst of eloquence will land his business. Tell him the story and tell it honestly, leaving out all hot air and bloated statements. Then leave him and let it soak in. This gives him a chance to get inquisitive. When we get him to this point, and can satisfy his inquisitiveness, we have him one-half signed up. Don't force him. Remember that tomorrow is another day. But when tomorrow comes, don't forget that it has arrived. Be on the job. Regularity and tact will usually land the contract. Don't get the idea that it is our personal popularity that puts it over. The principal reason why we get the business is because we have the reputation of carrying goods of honest value, and because our deliveries

are prompt and according to promise. We don't get the business merely because we are good fellows, although that helps some. We get nothing on a proposition that cannot be presented on a business basis. Above all a prospective consumer must be told the absolute truth. A false statement is a hard-kicking mule and it comes back at us when least expected.

Don't lose your nerve because of today's turnaround; give it another whirl tomorrow. Be alive to what is going on in your own community, get acquainted with the leading people of your town, and cultivate the friendship of the architects and different craftsmen. Go after everything that looks like business. Don't sit down in the meadow and wait for the cow to come up to be milked. Go catch the cow.

Find out who is having that new residence or business place built. Be there with suggestions as to light and power. Show your new fixture designs, and let your prospect have the benefit of your experience along these lines. When he is ready to buy he will come to you. *Don't knock the other fellow.* Talk quality and service, not



Robert W. Kiple.

cheapness. When you "get up against it," call the home office: they may be able to help you.

Mistakes are made by all of us. The fellow who makes none doesn't work very hard. Remember that our value as representatives and salesmen is not in the number of calls we make in a day, the number of reports we make out, and the amount of "estimated revenue" we turn in, but the amount of *clean* sales made and the *actual* revenue produced.

Successful salesmanship requires preparation. Preparation is two-thirds of the game. Success depends on our willingness to prepare ourselves. It means a willingness to take infinite pains with every customer and study and solve each problem before presenting it. Learn to sell goods at a profit. Set a price and stick to it.

To land this kind of business, we must show possible patrons how our service, equipment, and appliances meet their needs better than they can be met in any other way. Bear in mind that the standing of your company in your community depends to a very large extent upon you. Courteous treatment, anxiety to please, prompt execution of orders and instructions, a clean office, attractive show windows and a will-

ingness to dig in, means success for every representative and the company. See to it that an effort is made to make every person with whom we come in contact, the company's friend. While we cannot always agree with him, we can at least send him away feeling that he has had courteous treatment and his inquiry or complaint given decent consideration and attention. Avoid stirring up an antagonistic state of mind in the one you are trying to persuade. Do not take on an air of superiority, compulsion or self-assertion. Such actions on a salesman's part will set up a barrier, such as your most earnest and strenuous efforts will hardly be able to overthrow.

The most difficult task which falls to the lot of a solicitor is the handling of complaints. Let the complainant blow off steam until there is not an ounce of pressure left, maintaining your own mental equilibrium, meanwhile, with good temper. No matter how fierce his condemnation, nor how abusive he becomes, remember that this can do you no physical harm, and can harm you only to the extent that you let it irritate you. When he has aired his grievance to the limit he has exhausted his resources of defense, and is in a favorable condition for receiving suggestions that will bring about a contrary state of mind. There is this peculiarity about an enemy who is converted into a friend, that there is no friend more staunch or faithful.

There is a saying that there is no sentiment in business. This is not altogether true. Personality is and always has been a great factor in all lines of endeavor. There is no group of men or no combination of capital that cannot be conquered by the individual, providing his individuality is strong enough.

The definition of salesmanship, as the art of making friends, comes mighty near expressing the full truth of the matter, and in no branch of commerce is this more true than in the soliciting and selling of merchandise in which we are engaged. The necessary qualifications, then, of successful salesmanship are intelligence, honesty, personality, ambition, perseverance and good faith.

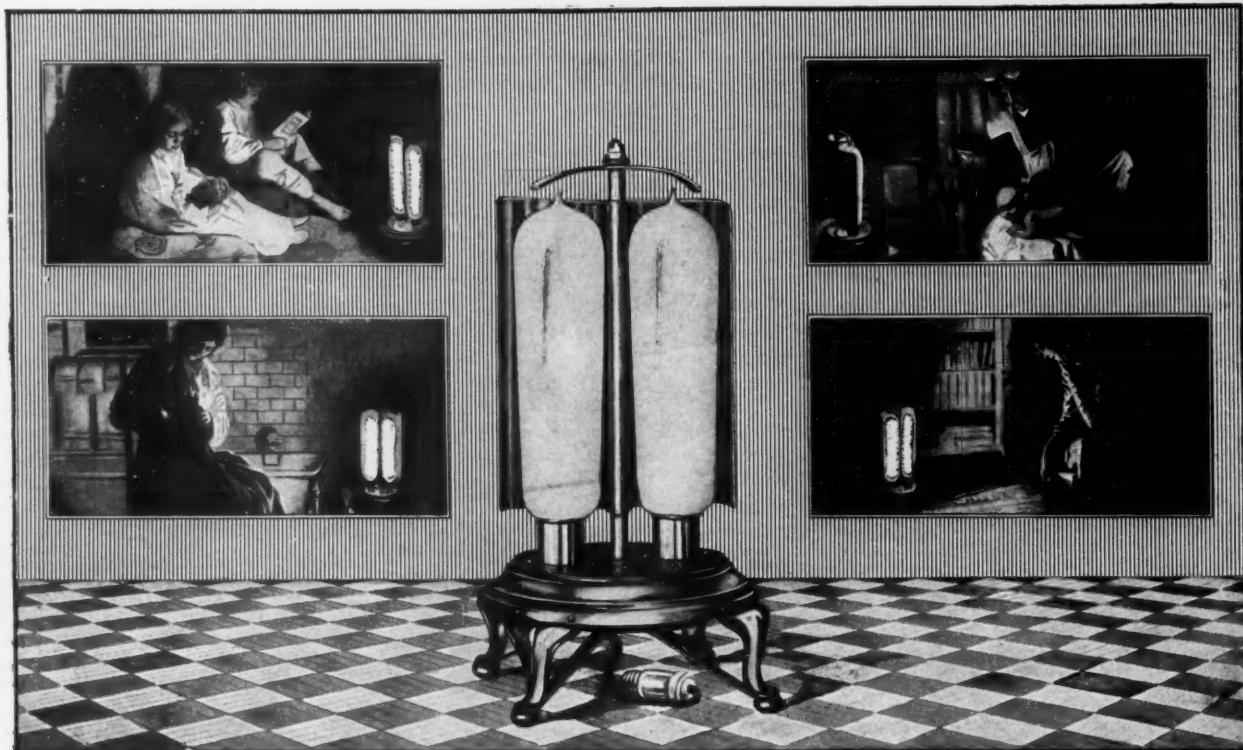
\$60,000 for Brooklyn Edison Employees

At the last meeting of the board of directors of the Brooklyn (N. Y.) Edison Electric Illuminating Company, it was voted to continue during the present year the policy of profit sharing which has been in force for three years. This involves the distribution among over 900 employees of approximately \$60,000. W. F. Wells, vice-president and general manager of the company, points out that this liberal policy really means an additional month's wages to the employees.

The money is given on a basis of service. The employee who has been with the company two years, receives two per cent of his annual salary, and the employee whose service extends five years or over receives eight per cent with varying percentages between. This year more than 400 employees will receive eight per cent upon their salaries.

The employees' profit shares of previous years, to a considerable extent are invested in the Edison Investment Fund, which is conducted by the company without any administrative charges. This fund has been paying employees six per cent interest compounded quarterly, and with the 1913 bonus added, it will exceed \$300,000, the property of approximately 1,100 employees.

This Trade Mark The Guarantee of Excellence on Goods Electrical.



A Portable Electric Heater You Can Sell for \$6

This is the lowest priced luminous electric radiator on the market. It is a safe, clean, portable heater that will cost your customers little more to buy and less to operate than a good electric flatiron.

The G-E Twin-Glower Radiator

Since it takes electricity from any socket it is ready for use anywhere, any time. It is as practical as it is attractive; as durable as it is healthful; in fact it has all the elements of quick salability—including popular price.

At the turn of a switch the heater bulbs glow ruddy with radiant heat as warm as summer sunshine. And, like sunshine, it does not rob the air of oxygen as do other types of portable heaters.

In almost every household there is a chilly room or corner where this handy little heater can be used to advantage.

For a bathroom or nursery the G-E Twin Glower is unexcelled by any other type of heater.

The G-E Twin Glower Luminous Radiator is the natural, inevitable addition to your heater business.

Show these attractive Glowers in your windows—goods well displayed are half sold.

General Electric Company

Atlanta, Ga.
Baltimore, Md.
Birmingham, Ala.
Boise, Idaho
Boston, Mass.
Buffalo, N. Y.
Butte, Mont.
Charleston, W. Va.
Charlotte, N. C.
Chattanooga, Tenn.
Chicago, Ill.
Cincinnati, Ohio

Cleveland, Ohio
Columbus, Ohio
Davenport, Ia.
Dayton, Ohio
Denver, Colo.
Detroit, Mich.
(Off. of Art.)
Elmira, N. Y.
Erie, Pa.
Fort Wayne, Ind.
Hartford, Conn.
Indianapolis, Ind.

Largest Electrical Manufacturer in the World
General Office, Schenectady, N. Y.

ADDRESS NEAREST OFFICE

Jacksonville, Fla.
Joplin, Mo.
Kansas City, Mo.
Keokuk, Ia.
Knoxville, Tenn.
Los Angeles, Cal.



Louisville, Ky.
Madison, Wis.
Mattoon, Ill.
Memphis, Tenn.
Milwaukee, Wis.

Minneapolis, Minn.
Nashville, Tenn.
New Haven, Conn.
New Orleans, La.
New York, N. Y.
Niagara Falls, N. Y.
Omaha, Neb.
Philadelphia, Pa.
Pittsburg, Pa.
Portland, Ore.
Providence, R. I.
Richmond, Va.

Rochester, N. Y.
St. Louis, Mo.
San Francisco, Cal.
Salt Lake City, Utah
Schenectady, N. Y.
Seattle, Wash.
Spokane, Wash.
Springfield, Mass.
Syracuse, N. Y.
Toledo, Ohio
Washington, D. C.
Youngstown, Ohio

For Texas, Oklahoma, and Arizona business refer to Southwest General Electric Company (formerly Hobson Electric Co.), Dallas, El Paso, Houston and Oklahoma City
For Canadian business refer to Canadian General Electric Company, Ltd., Toronto, Ont.

4756



The Trade Mark of the Largest Electrical Manufacturer in The World.



Curing Customer Complaints

By G. W. BALDWIN,
Contract Agent, Edison Sault Electric Co.,
Sault Ste. Marie, Michigan.

We believe that we have solved the problem of making the consumer read his meter. We have devised the blank shown below with spaces for filling in our reading, the customer's reading, and the dates for the same. When our man makes his reading, he inserts his figures, and leaves the filled-in blank with the customer. The customer is requested to make an immediate reading for comparison, and if the two readings agree, is asked to keep the slip, and compare the figures with those on the next bill. If there is disagreement, the customer is asked to notify the office, so that the difference can be investigated.

Form No. 38. 90000-10-13.

Meter No.

Our Reading Date

Your Reading Date

Kindly check the above reading of your meter, which we have taken today, and if it agrees with yours, keep this slip and compare the reading with the one shown on your next bill.

In case of a difference, please notify our office so that we can investigate.

EDISON SAULT ELECTRIC CO.

Phone 85

115 Ashmun St.

The month before we started this system, we enclosed with each customer's bill, a short note which expressed our belief that the majority of the people checked their meat, grocery and other bills, so why not their electric bill? To aid them in doing so, we said that in the future we would leave a copy of their monthly meter reading.

We are very well pleased with the result. More people are checking the readings each month, and we are receiving more requests for instructions on reading a meter. Our scheme has also put a stop to the old complaint that our readings are guess work.

Some Interesting Motor Vehicle Statistics

At the regular monthly meeting of the Electric Vehicle Association of America held Tuesday evening, December 16, in the meeting room of the United Electric Light & Power Company's new substation, West 187th Street, New York City, R. L. Lloyd gave some interesting motor vehicle statistics. He said that there were about 5,000 motor vehicles, both electric and gasoline, in New York City as against 40,000 one-horse teams and 15,000 two-horse teams. These figures were more or less of a rough estimate, but they were close enough to bring out two important points—that the motor truck was already pretty strongly entrenched in New York; yet that the undeveloped market was still tremendous and demanded the hardest kind of cooperative work on the part of the electrical industry to meet the keen competition of the gasoline car interests in this market.

F. Nelson Carle of the General Vehicle Company also made an interesting suggestion. He pointed to the practical impossibility of devising a series of "stock" advertisements that would cover the whole ground and be used by central stations under every condition. There are perhaps nine or ten leading American industries, and a dozen central station cities that lead in these industries. Mr. Carle therefore thought that it would be much more satisfactory to analyze vehicle conditions in these representative cities, and thus secure material for an advertising campaign that would be of much more positive value to central stations than "stock" advertisements for general campaign purposes.

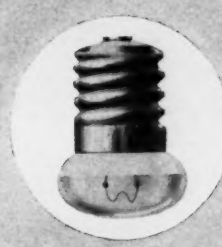
The chief business of the meeting was to review the Chicago Convention papers which dealt largely with the subject of cooperation between the electric vehicle manufacturers and the central stations. The more important points that were brought out in these papers were freely discussed. A number of the members took advantage of the occasion to inspect the substation which was only recently put into

commission by the United Electric Light & Power Company.

At the January meeting of the Association, Colonel Bailey will describe his recent trip from Boston to Chicago in an electric vehicle. Dr. C. P. Steinmetz is also expected to talk.

Wakefield Abandons Municipal Plant

The citizens of Wakefield, Mass., have had their fill of municipal lighting plants. They recently went en masse to town meeting and voted to discontinue the municipal plant, and purchase electrical energy from an outside source. It was brought out at the meeting that central station energy could be secured at one-half the cost of operating the city plant, also a reduction in rates from the present 15-cent maximum to a 10-cent maximum. It was also revealed that the present plant has cost the town about \$240,000 more for street and commercial lighting than the rates prevailing in nearby towns would require. The contract to supply local energy probably will be put out at bids among the central stations.



NATIONAL MAZDA

FLASHLIGHT LAMPS

A Fact Worth Knowing


There is a wonderful demand for flashlight lamps. More of these are being sold today than large lamps of any one size. For this reason practically every electrical dealer's stock includes flashlight lamps.

Many dealers are giving their customers flashlight lamps of very poor quality, various makes of which are on the market. Are you one of these?

Here's the point to remember—"National Quality" superiority is not limited to large National MAZDA lamps. It applies to the entire product of National factories—to MAZDA flashlight, automobile and candelabra lamps.

The unexcelled quality of National MAZDA flashlight lamps is a positive guarantee of maximum service from any flashlight in which they are used.


Build up your flashlight business on a quality basis. Give your customers the most durable and satisfactory lamps for their money. Start today by writing for our miniature lamp proposition.



NATIONAL LAMP WORKS

OF GENERAL ELECTRIC CO.
Nela Park, CLEVELAND, OHIO

Member Society for Electrical Development
"Do It Electrically"



Making Your Letters Human

Some Essential Differences Between Machine Made Letters and the Kind That Really Build a Bond Between the Central Station and the Prospect

By CRUSE CARRIEL



HE man, who can write a letter that will accomplish what another man accomplishes only by making a personal call, can wield an almost infinite power in the world today. This is obvious, yet consider for a moment, the letters you receive every day. One type of letter is made up of paper, ink and formality, nothing more, nothing less; the other type is the virile expression of the man who wrote it. In reading it, you can almost hear his voice, so saturated is it with his personality, conviction and human-ness.

The first kind of letter is the production of the business machine, as much as though a dictaphone and a typewriter were coupled up to grind out letters with no human attention beyond feeding in a little paper, a little oil and a new ribbon, now and then. Why, I have seen a man turn to his stenographer and say, "Here's a man inquiring about a price on six of our No. 942 floor lamps. It's listed in catalogue E. Write him a letter and send him a catalogue." Here is the letter the prospect received:

A. B. Smith,
South Bend, Kan.,
Dear Sir:-

Replying to your valued inquiry of the 7th inst., please find, enclosed herewith, our catalogue "E" on page nine of which is listed and described our floor lamp No. 942. It affords us great pleasure to offer you the usual discount of 25 per cent from the list price stated therein.

Trusting that we may be favored with your order, we beg to remain,

Yours very truly,
Blank and Blank.

Now, why "valued inquiry?" Why say "please find enclosed herewith?" If the catalogue is there, the man will find it without any special requests to do so. Why should the seller experience any particular joy or pleasure in "quoting the usual discount," unless the price quoted represented such a long profit as to cause him to grin in pleased anticipation? Finally, why should the writer "trust" or curry "favors" when all under the sun he has done is to quote a price? Thousands of letters, not one whit better than the above, are written every day as business-getters.

The other style of letter is the result of deliberate, concentrated thought. It is "salesmanship in print." It talks about "you" and "your needs" and keeps the overshadowing "we" as far in the background as possible. An actual contrast of the two styles of letters is probably more enlightening than any amount of destructive criticism, so let us see how that letter would read with a little of the formality cut out, and a few red corpuscles injected:

Mr. A. B. Smith,
South Bend, Kan.,
Dear Mr. Smith:-

That No. 942 floor lamp you asked about is shown on page nine of the catalogue.

The description given is not very comprehensive as it does not tell you the lamps are provided with the — attachment plug which, as you probably know, is considered the best on the market. The lamps also have the new style shade holders; the shade can't be knocked off, or fall off—it stays put.

The Blank Electric Company have disposed of 250 of these lamps during the past month, and our sales in outside territory indicate that they are going equally as well there.

The stock of these lamps is limited. We tell you frankly that the demand is making a

severe tax upon our facilities, but we are holding six of them subject to your advice, and quote you the regular discount of 25 per cent from list subject to the usual terms.

Use the enclosed envelope, NOW, and tell us what to do with these six lamps. Usual terms.

Yours truly,
Blank and Blank
By J. S. Jones
LAMP DEPARTMENT.

P. S. Did you know that the finish on our lamps is guaranteed against scaling or any other defects? It is—absolutely.

However, letters such as the above are not the ones in which the central station salesman is the most interested. Under ordinary circumstances he is not selling goods by mail, and a live inquiry means a salesman's call. So, it is the missionary letter that is of greatest value to him. The central station has a great advantage over the ordinary retailer in that he has a list of customers, or possible users of his merchandise, and this list is more complete and subject to much closer classification than any list that other retailers can compile. I am inclined to think that many central stations do not appreciate the value of their lists of customers and the knowledge that can be gleaned from the books as to their mode of life. Mail order houses would pay real money for such lists and knowledge.

There is no necessity of going into the details of why the letter is the better and cheaper way of doing missionary work and paving the way for the salesman other than to say that a letter can be sent to a dozen prospects at the cost of one missionary call by a salesman and with almost equally as good results, if the letter is right. But everything depends on the letter. It is the easiest thing in the world to start from nowhere and wander down the page, talking about everything under the sun and saying nothing about any of them. The good letter must have a single well defined object and head directly for that object over a route as well defined as though it were established by two points.

In the sale of electrically heated and operated devices, it is pretty safe to assume in every case that you offer something that will either effect an economy or add to the ease and comfort of your possible buyer, or both—you offer something that he needs, yet has not considered in that light. Therefore anything you can do to make him realize his needs will not only tend to help you financially, but also be of real service to him. So central station letters should have two predominant characteristics; they should educate, and they should *sell goods*, or at least pave the way for the salesman.

The first thing to be gained in the self-introducing sales letter is the attention of the reader. The unsolicited letter that starts off with the big WE and says, "We want to tell you about our coffee percolator," will not get a great deal of attention from the reader who is not at the time actually interested in percolators. On the other hand, the letter that starts out by saying, "You DRINK coffee. You want GOOD coffee," secures the attention of anyone that drinks coffee. If he doesn't drink coffee, it is needless to talk percolators to him.

There are a hundred ways of getting attention, but naturally some little discretion must be employed in their use. The

nearer one can come to making the letter simply a man-to-man talk and the paper that it is written on simply a means of conveyance, the better. Some writers of successful letters use at the head of their letters, some such catch-line phrase as:

"CUT YOUR IRONING TIME IN HALF."

"A MILLION GERMS ESCAPE THE BROOM"

From the educational standpoint, it is the opinion of the writer that such heads are not as satisfactory as a more dignified opening (by dignified I do not mean stilted) that stays a little nearer the subject. For example: "House cleaning time means one of two conditions." Then, in the body of the letter, contrast the old and the new way of cleaning house.

In preparing a sales letter, be sure that the opening line is one that will win the reader's attention. It is a good rule to follow that if you can't find a good opening—don't write the letter.

Ordinarily you can get the man's attention, but that is only part of the battle—the preliminary skirmish, one might say. The real rub is to arouse the reader's interest in your proposition, and to hold this interest once it is aroused. The means employed in arousing interest may be as varied, if not more so, than those employed in attracting attention. The foundation of a successful appeal to a man's interest is that the appeal be made to *his* interest. Here is an illustration of my point:

"We have just opened a new appliance display room in charge of a thoroughly efficient young man, and we hope that you will call at your convenience and inspect our stock."

Contrast this "notification" with a letter that jumps right into things with the "you" element predominant, as in this percolator letter:

"Do you know that good coffee depends not nearly so much on the coffee itself as on the method employed in its making?"

In order to get the right sort of interest—the kind that may be developed into an order—it is necessary to appeal to the reader in such a way that he will read and assimilate your paragraph of descriptive matter and, at the same time, be favorably disposed towards your proposition.

Now, suppose that you have won the reader's attention and interest. What kind of explanatory and descriptive matter will hold them? It looks easy—simply a question of telling about the goods—but here, more than anywhere else in the letter, dependence must be placed not so much upon *what* is said as upon *how* it is said. Here, more than anywhere else, must you give man-to-man, straight-from-the-shoulder talk, always approaching the subject from the standpoint and the viewpoint of the possible purchaser. Your description must be vivid, not only as to the length, depth and width of the article, but as to how it will look, and what it will do for the customer. Word pictures—that's what are needed here.

For instance, there is a certain subtle appeal in the following extract from a heating pad letter:

"Think of the convenience of a hot water bottle that does not require a bottle or hot water: that does not develop that cold, clammy, snakelike feeling along about two in the morning."

The letter goes on to say:

"The ELECTRIC PAD is sanitary, convenient, economical and reliable. If you ever have use for a hot water bottle—you need this pad."

The average recipient of a sales letter is

BUCKEYE



Buckeye Experts so combine lighting-engineering and sales experience
as to increase greatly the
Residence Lighting Installations
of Buckeye customers and agents. Both the Central Stations and Con-
tractors who handle
Buckeye Lamps find *Buckeye Cooperation*
their staunchest prop and lever to residence-lighting business.

The Buckeye Electric Division

National Lamp Works of General Electric Co.

CHICAGO

CLEVELAND

BOSTON

PITTSBURGH

H. E. WELLS, AGENT, DALLAS, TEXAS



constantly on the defensive. Every statement made is accepted only with the proverbial grain of salt, therefore, the argument must be based on plain truths that can be substantiated. Not only must every statement be subject to proof, but the more absolute proof that can be brought into the letter the better. Be sincere, and then have the strength of your convictions. Proof may be based on a simple statement of fact, or may be established by inference. The mere offer to place an article on trial is many times the very best proof that the article is all you claim for it. For, the possible customer almost invariably feels that if the article is not all that you claim for it, you would not dare to place it on trial. Again, the statement that a certain make of heating pad has "been on the market for over fifteen years and has proven that "it will outlast a dozen hot water bottles," is a pretty convincing argument that the pads are not an experiment, and that the initial purchase does not necessarily mean an extravagance.

The entire burden of proof is on the writer, but this does not mean that there must be an eloquent argument presented for every statement made, a sort of, "I've said this, now I'll prove it." Proof may be brought in in a casual matter-of-course way that oftentimes is a better presentment than the hammer-and-tongs method. Sincerity, conviction and reasons why—these elements go to make up the proof.

Coupled with the educational side of the letter, is the business getting element. You want your letters to get the business, therefore you want inquiries, answers, orders. But why should a customer take the time and trouble to answer a letter unless it is made worth his while to do so? The argument in the letter may have convinced the man that he needs your goods and that the price is right, but unless some inducement is offered that will overcome the inertia natural to the average man, the order will never materialize. The very root of the inducement is gain for the purchaser, either in money or in service or something else. As one writer puts it, the inducement must answer the eternal "Why should I?" The inducement must not only answer this but come back with an equally insistent, "Why shouldn't you?"

Suppose that a salesman came into your office and talked you right up to the buying point—that all he had to do was to put an order blank in front of you and say, "Sign here." But suppose that, instead of doing that, he picked up his traps and said, "Our sales-manager will be in next week and talk to you some more about this," and left. What would you think of him?

A certain lighting company sent out a letter on percolators which was very strong save for this unfortunate close:

"In the course of the next few weeks, a salesman will call on you who will be glad to explain the merits of this device more fully."

One can just imagine the customer holding his breath for the "next few weeks" until the salesman got there. If, after arousing interest and creating a desire for your article, you fail to get action, there has been an awful waste of energy. The assumption is that the customer is just wobbling on the edge. Now what does the salesman do in a case of that kind? He gets out his little order form, puts a pen in the man's hand and says, "Sign here," and more often than not, the man does.

Every sales letter—missionary letter that is—should give the reader something to do,

something to sign. A little card, with a simple "you do this and we'll do that" proposition on it, a place for the man to sign his name, and that is all there is to it. I don't pretend to go into the psychology of it, but to the average man there is something tempting in the dotted line for "You" to sign your name. "Yes" and "No" cards, with a request that the customer use one or the other, are very satisfactory as they bring in a larger percentage of returns. Furthermore, a "No" card, with a reason why, may be the basis for a sale.

To sum up, the successful use of letters depends entirely on the letters, themselves. Paper, ink and words do not make a sales letter any more than a desk, a chair and a few law books make a lawyer. It is the naturalness, the human-ness, the straight talk on paper, that do the work. Candidly, now, doesn't the average letter with its "agreeable to your recent requests," its "favors" and "trusts," and its abject apologies for even breathing, make you wonder if this is really 1913 or 1813? The letter that wins is written by the man who gets out of the rut, and forgets these ancient formulas that mean no more to the reader than so many foot-ball signals.

E. R. Kelsey

E. R. Kelsey, advertising manager of the Toledo (Ohio) Railways & Light Company, has been made a member of the Committee on Passenger Traffic by the Transfer and Traffic Association of the American Electric Railway Association. This committee comprises five men representing the five principal electric traffic centers of the country.

Active Work by Society's Campaign Committee

The central campaign committee of the Society for Electrical Development, made up of representatives of member companies resident in New York City, is holding weekly meetings to further the Society work. It is also cooperating with the campaign committees in other cities. H. H. Cudmore, who is visiting a number of cities in behalf of the Society, recently assisted in the formation of a Chicago Campaign Committee, with the following officers: Chairman, John F. Gilchrist; vice-presidents, Homer E. Niesz, representing central stations; Ernest Freeman, representing electrical contractors; H. L. Grant, representing electrical supply jobbers; T. P. Gaylord, representing electrical manufacturers. A. A. Gray was elected secretary of the committee.

This committee has arranged for sub-committees to carry on the Society's membership campaign and to lay before non-members the desirability of affiliation with the Society.

James H. Betts

James H. Betts, sales manager for the Betts & Betts Corporation, New York City, has been made Statesman-at-Large of the Jovian Order. The nature of Mr. Betts's own business forces him to travel the United States and Canada extensively so that he will be in a position to do a far-reaching personal work for Jovianism.

Norman M. Crawford

Norman M. Crawford of Youngstown, O., has been made president of the Reading (Pa.) Transit & Light Company, succeeding W. B. Barstow resigned.

THOUSANDS of Profitable Customers Were Obtained Last Year for Central Stations on the Controlled Flat Rate Basis.

Small residence and small store customers that couldn't be obtained any other way. We want to put some new customers on your lines this year.

Nothing to pay till the contract is signed by the customer and the first month's revenue is in your bank.

Excess Indicator Company
Westinghouse Building,
Pittsburgh, Pa.

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The Electrical Merchant in His Store

A Department of Advice and Suggestion on Store Equipment and Operation, Edited by D. B. Bugg,
an Expert on Retail Merchandising.

Things and Ways to Keep the Window Working

*How the Use of Wax Figures and Other Properties Increases the Attraction
Power and the Profit-in-Sales.*

By D. B. BUGG

(If your Chamber of Commerce made a loud noise and announced that it had retained for the benefit of local business men, an expert on retail merchandising, who would be glad to advise and assist you to better the sales power of your stores,—what would you do? You would take a hard look at your establishment and list down everything that seemed to offer a point for helpful discussion. This series of articles offers you the same opportunity.

Mr. Bugg is devoting himself at the outset to the display window. Naturally this comes first, for your window is your outpost, your advance agent. Later articles will take up other phases of store equipment and operation. In the meantime write to D. B. Bugg, in care of Electrical Merchandise, and call on him for suggestions to better the selling efficiency of your own store. If you are not sure that you have the best arrangement of fixtures and stock, put it up to him to suggest a better way. If you are not holding the people who pass your windows, tell him how you are trimming them and see if he can point out what is wrong. Here is an expert at your service, just as much as though your own Board of Trade had retained him. Take advantage of it.—Editor.)



IN order to obtain window displays that are attractive and productive of results, it is essential that there be a continual variation in the general appearance of the windows. No window display should be allowed to stand for more than one week and each display should be radically different from that of the preceding week.

This does not necessarily imply that an entirely different lot of merchandise must be used each time the window is dressed; but if the same merchandise is to be used two or three times in succession, the general arrangement should be different each time.

The reason for this is, that their ever-changing appearance will make the windows a continuous source of attraction to those who pass them every day. If the same general effects were used time and time again, even though new merchandise was frequently introduced, there would be a common impression that the windows and everything in them had been seen before and interest would soon be lacking.

On the other hand, when the general appearance is continually changing, people will soon acquire the habit of looking in the windows every week just to see what new things will appear. Even though there is no change in the merchandise, if it is differently arranged, the windows will usually prove attractive.

It is difficult to determine beforehand the amount of attention which a window will secure. Some windows will prove attractive in one city and will be a flat failure in another city. The reason for this is hard to find; the explanation probably lies in the variability of human nature.

A very good way to measure the value of window displays is to count the number of people who stop to look at the window during a given time—say a half an hour. Of course the external influence must always be about the same and the comparison must be made on days when the weather is practically the same. For example, let the count be made on several successive Tues-

days and Fridays from 10 to 10.30 in the morning, and from 4 to 4.30 in the afternoon. If the external influences are about the same, it can be safely assumed that approximately the same number of people will pass the windows each week during

windows. Furthermore, the window dresser will soon be able to arrange a succession of effects all of which will be good, because there is no harm in repeating a good window after a reasonable interval—say four or five weeks.

One of the most successful ways to obtain



Window No. 1 shows the use of a wax figure in connection with an appliance window display, also other fixtures that bring out the appliances to the best effect

those hours. Under these circumstances, the value of the window display is to be determined by the number of people who stop to look in. A careful record should be kept of these experiments as they will be of material assistance in obtaining effective

attractive windows is by the introduction of certain properties other than the electrical merchandise. This idea is exemplified in Illustrations Nos. 1 and 2 accompanying this article.

In Illustration No. 1, the dominating

idea is the tea table and the fair lady presiding. The table is completely set with service for two people. The two or three electrical appliances on the table are such as might be found under similar conditions in real life, when the after-the-theater "bite" is being prepared.

The appearance of the lady is, of course, irreproachable. She is not, however, a lady of flesh and blood but is constructed of papier mache and wax. Commonly termed a wax figure, she lends herself to a representation of the human element in the window display.

There is no doubt that the display would be even more attractive if it were possible to use a real live personage of attractive appearance in this window. This, however,

attract passing attention as to render its value nil. The introduction of the figure serves two purposes. It adds to the general effect of the window and it shows how the suction sweeper is used.

Considerable caution must be exercised in the selection of attractions which are to be depended upon to draw attention to windows, needing something other than the merchandise in them to arouse interest. If the attraction itself is too powerful or has no connection with the merchandise, the attention of the spectator is apt to be riveted on the attraction and the merchandise may be entirely overlooked.

In the desire to obtain novel window attractions, the window dresser will sometimes be tempted to use such things as

is always compelled by moving objects.

There are several devices on the market which will automatically display a succession of display cards. These can be recommended if cards with catchy phrases, or other good advertising matter are used.

In addition to the wax figures and the moving attractions, certain other properties can be introduced in a window to add to its attractiveness. Artificial flowers, when used with discretion, will sometimes beautify the appearance of a window.

Doubtless there are dealers in electrical merchandise who will scornfully reject such a suggestion. They will claim that the merchandise, which they sell, is practical and can best be sold by demonstrating its utility; that the introduction of these more or less effeminate ideas tends to put them on the same basis and in competition with the dry goods dealer; that the selling of electrical merchandise is a more dignified occupation than the selling of laces and ribbons and millinery; and that hippodrome methods are the resort of the desperate. Such arguments have sometimes been advanced and it has been difficult for anyone in this frame of mind to become convinced of the error of his ways.

This line of reasoning would be good if the electrical merchant was dealing exclusively with people of his own mental calibre or with people who had as much respect for his line as he himself has. Such, however, is not the case. His customers are drawn from various walks of life and are people with a variety of mental attainments. In other words, they are average people and are subject to the same influences which affect the general run of human beings. The ordinary man or woman is susceptible to the influence of beauty, no matter how it may be presented. While decorations may belittle the merchandise in the mind of the electrical merchant or the manager of the central station, they add to the drawing power of the display and they help to sell the goods. This is what the display is intended to do and the enhancement of the display in every legitimate way is therefore justified.

The window display in Illustration No. 1, is completed by a good arrangement of other pieces of electrical appliances which are intended to be used on the table. When shown in conjunction with the table, it does not require a great stretch of the imagination to transpose them from their place in the display to the table itself. The idea of drawing attention by continuous rearrangement of the display can be utilized to advantage in the interior of the store as well as in the windows.

One of the most successful merchants in the country makes a practice of radically changing the interior arrangement of his store at least once a year. These rearrangements cause considerable trouble and expense, but they are carried on in dull seasons with a minimum loss of trade. The reason back of this idea is a good one. The merchant claims, that by shifting his merchandise around in this way from one location to another, people gain the impression that the entire store has been improved and an atmosphere of newness is introduced. Concurrent with these changes, there is a rearrangement of the merchandise, and articles which have been poor sellers in a previous season will frequently move quickly under a different arrangement.

This idea might fittingly be appropriated by the dealer in electrical merchandise and there are probably many instances where surprisingly good results would follow from its application.



Window No. 2 shows the use of the wax figure to demonstrate one appliance, such as the vacuum cleaner. The sense of motion thus imparted to the whole display affords an advertising value that only a live demonstrator could better.

would be somewhat expensive. As it is, a suitable wax figure can be purchased as low as \$20.00 and can be used time and time again without further expense.

The use of wax figures in connection with the display of electrical merchandise is worthy of consideration. It enables the spectator more readily to make a mental transposition of herself to similar surroundings, and it is easier to imagine the merchandise in use in one's own home. It would be impossible to describe the number of uses to which a good wax figure can be put.

Another figure is shown in Illustration No. 2 and the value of the figure is perhaps more strongly emphasized here than in the first illustration. Is there any doubt whatever about the added interest secured by the use of this figure? There is nothing particularly attractive in the appearance of a vacuum sweeper. It is entirely lacking in ornamental features. Therefore, to remove the wax figure from this window display, would result in a display so unlikely to

white rabbits, curious birds, strange animals or other inhabitants of a menagerie; mechanical devices which do curious stunts, and other gimcracks of a similar nature. These artifices are rarely of any value. They are more of a detriment than a betterment because the attention of the spectator is likely to be concentrated on them.

Therefore, care in the selection of the attraction must be exercised. Anything that is moderately attractive is to be commended, but extremes should be avoided.

Automatic moving devices are good only when they can be used to make a better showing of the merchandise or when the connection between the merchandise and the attraction is clearly perceptible.

An electrically-operated turn table on which electrical merchandise is cleverly arranged is a good thing to use occasionally. Such an apparatus not only permits the window trimmer to show a larger quantity of merchandise to good advantage but it also secures for the display the attention which

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Making Home Products Welcome

By F. P. SAFFORD,
The Denver Gas & Electric Light Co., Denver,
Colo.

The Denver Gas & Electric Light Company carries a step further the old idea of offering company windows to manufacturers for the display of home products. We have two spacious windows in a very favorable location, where the goods on display are bound to get the best publicity, but our service to Denver manufacturers is more far-reaching than that. We allow the manufacturers to display their products for a period of one or two weeks. Our employees assist them in installing the displays. And when people come into the office to ask questions about the goods on exhibition, a Company representative is always on hand and instructed to give information and advice regarding the articles in the window and where to procure them.

The Denver manufacturers have been quick to avail themselves of our windows and our rather unusual cooperation, and the whole plan has engendered much mutual good feeling and advertising benefit.

2,800 New Small Consumers in Pittsburgh

The Duquesne Light Company of Pittsburgh, Pa., has found flat-rate contracts controlled by maximum demand indicators its best solution of the small customer problem. At present, 2,800 customers—60 per cent commercial, 40 per cent residential—receive central station service on this basis. They have added 500 kw. of connected load to the company's system. The plan of campaign is to supply salesmen of the Excess Indicator Company with all information regarding prospects, with contract blanks in the lighting company's name. The lighting company specifies that no contracts shall be closed calling for a connected load of less than 10 watts, and does not compete with the contractors in the wiring of new houses. The contractors are responsive to the lighting company's good will and cooperation, and have been of great assistance in securing the small consumer.

The flat-rate contract has proved beneficial alike to the customer and the lighting company. At the maximum monthly period of operation, 720 hours, the rate narrows down to about 1.4 cents per kw-hr, which is very favorable to the small customer. A kilowatt installation yields the company \$12.50 each month, or \$150 annually, although many companies earn less than \$50 per connected kilowatt per year.

An Example of Team Work in Jackson, Mich.

The Commonwealth Power Company of Jackson, Mich., has an excellent plan for raising the lighting standards of industrial plants in its territory, also for increasing its own industrial lighting load. Where a factory is found to be deficient in lighting, the central station offers to revise, without charge to the consumer, a portion of the lighting system, in order to show how the working efficiency of the factory hands is raised under a better lighting system. Permission to make these temporary installations has been granted in a number of cases with mutual benefit and good will. The factory owners, having noted the saving

effected by the improved lighting in one portion of their plants, have ordered enough extra lamps installed for display purposes to bring the total current consumption above the original demand. The lighting company also takes advantage of the opportunity to show these model installations to other prospects.

125 Irons Sold in Defiance, Ohio

The Defiance (Ohio) Gas & Electric Co. sold 125 electric flatirons during a recent two weeks campaign. The selling price was placed at \$3.50, and the single agent hired for the purpose received fifty cents for each iron he sold. He was given a book of order blanks which offered the housewife two weeks' trial. In case she decided to keep

the iron, she could either have the \$3.50 charged to her account or pay fifty cents per month until the sum was paid. The agent kept a carbon copy of every agreement he made to show the neighbors of any purchaser. The original was of course filed in the office. The campaign will be continued, for some time. J. F. Deatrick, is contract agent for the central station, in this city of 8,000 population and in charge of the sales activities.

Charles B. Kelsey

Charles B. Kelsey, president of the American Public Utilities Company of Grand Rapids, Mich., has been unanimously elected as president of the Grand Rapids Association of Commerce.



A FLEXLUME sign in front of one of the largest and oldest department stores in Buffalo.

WHY FLEXLUME ?

Because this store requires dignity and artistic effect in the daytime.
Because great brilliancy and clearly defined letters is the effect at night.
Because the operating costs are very small.
There are similar stores in your city.

THE FLEXLUME SIGN COMPANY, INC.

FACTORIES: Buffalo, N. Y. Los Angeles, Cal. St. Catharines, Ont. Liverpool, England



Velvet Finish A New Beauty in Prismatic Glassware

Holophane prismatic glass reflectors have always taken precedence over other glass reflectors where efficiency of light distribution is required. Last year alone one million pieces were sold.

The demand was largely for the clear glass, although some Satin finished reflectors were bought where it was desirable to obtain a soft, well diffused illumination.

In applying the satin finish to prismatic glass, some of the efficiency of the reflector is sacrificed.

For this year we are ready to supply our customers with reflectors having a new finish—the Velvet finish. Velvet finished reflectors are ten per cent more efficient than Satin finished reflectors and give the same mild diffused illumination.

For photometric curves that will prove these statements write to

HOLOPHANE WORKS

OF GENERAL ELECTRIC COMPANY
CLEVELAND, OHIO

New York

Boston

Philadelphia

Chicago

San Francisco

208 Defunct Municipal Plants

A Map that Shows the Heavy Toll We Pay for a Costly Experiment

The Municipal Ownership Publicity Company of New York City has published a map which shows the location of 208 defunct municipal lighting plants in the United States. It is authoritative, because it was compiled from facts and figures furnished by city officials and the editors of newspapers in the cities and towns under consideration. The movement for the municipal ownership of public utilities is widespread and strong. Every central station ought to be prepared.

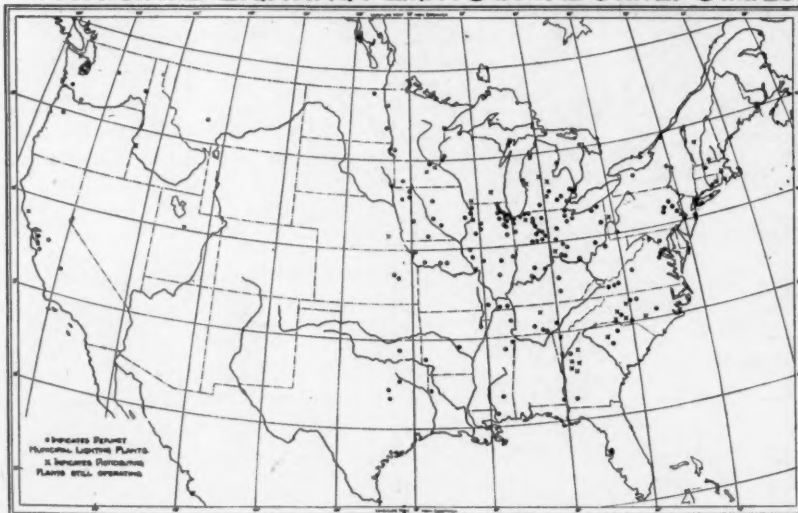
This map presents striking evidence of the inherent weakness and unprofitableness of these municipal ventures.

Here is a list of the defunct plants, and the states in which they appear:

Hampshire, Harvard, Joliet, Kansas, Kinnmudy, La Grange, Lockport, Marengo, Moline, Neponset, Pittsfield, Princeville, Sandwich, Sycamore, Wheaton.

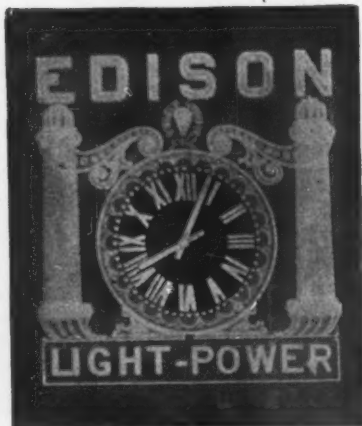
Indiana—Bourbon, Brownstown, Churubusco, Dunkirk, East Chicago, English, Goodland, Jonesboro, Lowell, Madison, *Marion, Mentone, Michigan City.

208 DEFUNCT MUNICIPAL LIGHTING PLANTS IN THE UNITED STATES



Every one of the 208 black dots on this map represents a municipal lighting plant that has been abandoned somewhere in the United States.

BETTS "Elektrik Klocks"



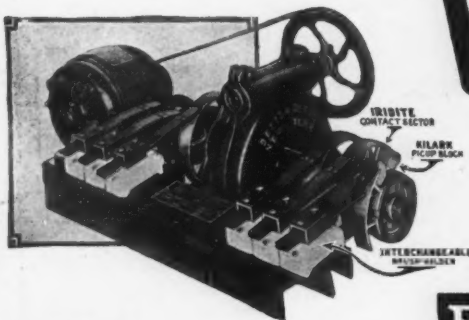
have an *international* market. Sell them for your big sign displays. They use current. Self-winding, accurate timekeepers. A novel, advertising attraction.

CAUTION Don't let anyone tell you that

IRIDITE

can be furnished on any machine other than

BETTS FLASHERS



Style A
Patented 1905

THE enthusiastic increase in the already tremendous demand for Betts machines shows what confidence the flasher user has in experience, quality, originality.

There is Only One Original

COLOR CAP



Style B
Patented 1912

It is not classed with the poor substitutes. It was the **first**, and **nine** years of severe test have proven its superiority. It snaps on—you can't break lamp tips with it.



BETTS & BETTS CORPORATION

Largest Manufacturers of Sign Accessories in the World
254 West 55th Street, New York City, U. S. A.



Mishawaka, Montpelier, Muncie, New Carlisle, Sheridan, Summitville, Wabash, *Walkerton.

Iowa—Audubon, Clarion, Colfax, Delta, Leon, Lyons, Marcus, Sioux Rapids, Spirit Lake, Tipton.

Kansas—Council Grove, Emporia.

Kentucky—Hickman, Midway, Murray, Somerset.

Louisiana—Mansfield.

Maryland—Rockville.

Massachusetts—Millers Falls, Needham.

Michigan—Charlotte, Dexter, *Escanaba, *Ewart,

*Gladstone, Grand Ledge, Hart, Mendon, Richmond,

Romeo, *Shelby, *Shepard, South Lyon, Tawas City,

Trenton.

Minnesota—Delano, *Duluth, *East Grand Forks,

Fulda, Graceville, *Kasota, *Shakopee.

Mississippi—Ellisville, Iuka, Pontotoc, Poplarville,

Missouri—Brunswick, Dexter, Huntsville, Lawson,

*St. Charles, Savannah.

Montana—Townsend.

Nebraska—*University Place.

New Hampshire—Peterboro.

New Jersey—Allenhurst.

New York—Frankfort, Gravesend, Hempstead, Le

Roy, Mohawk, *New York City, Waddington.

North Carolina—Burlington, *Concord, *Fayette-

ville, *Gastonia, Goldsboro, High Point, *Lexington,

Mooresville, *Statesville, Wadesboro.

North Dakota—Cassellton, Langdon.

Ohio—Beverly, Bowling Green, Bradford, Criders-

ville, Findlay, *Hamilton, Lakewood, Lisbon, Madison-

ville, Milford Center, Portsmouth, Tiffin, Toledo,

Willoughby, Wilmington, Xenia.

Oklahoma—Lehigh.

Oregon—Hillsboro, Lakeview.

Pennsylvania—*Ellwood City, Emaus, Forty Fort,

Lehigh, McAdoo, Philadelphia, Shickshinny, *Sou-

derton, West Newton.

South Carolina—Batesburg, *Cheraw, *Laurens.

South Dakota—Sioux Falls.

Tennessee—Dayton, Huntingdon, *Lebanon, Lewis-

burg, South Pittsburg, Winchester.

Texas—*Fort Worth, Honey Grove, Itaska.

Utah—*Payson City.

Vermont—*Northfield.

Virginia—Alexandria, Buena Vista, Christiansburg,

Fredericksburg, Pulaski, Wytheville.

Washington—Ballard, Chehalis, Kent, *Port Angelis,

Pullman, Vancouver, *Waterville.

West Virginia—Harrisville, Shepherdstown,

Wisconsin—*Cuba City, Hudson, *Lake Mills, New

Richmond, Washburn.

*Cities which still operate their distributing plants.

L. K. Bingaman

L. K. Bingaman has been made business manager of the Northumberland County Gas & Electric Company of Sunbury, Pa., as successor to S. G. Reque. Mr. Bingaman was formerly connected with the old Edison Electric Illuminating Company of Sunbury.

ELECTRICAL MERCHANDISE AND SELLING ELECTRICITY

JANUARY, 1914

THE BRAIN-ASSET.

Every business man watches his money. He counts it. He checks it. He guards it. He tries to keep every penny from being stolen or thrown away.

Every business man who carries any stock in trade, makes an inventory once or twice a year. He counts. He measures. He weighs. He figures value. He checks off. He tries to keep every cent's worth secure against theft or waste.

How about that other basic asset—opportunity?

Money is of no value except as you use it and make it produce. Stock in merchandise is of no value except as you sell it and make it earn profit. Opportunity is of no value except as you lay hold of it and set it to serving you. And yet of the three, opportunity is by far the most precious possession. Why, therefore, take stock of money and merchandise and neglect the other asset more vital and more easily squandered?

The trouble is simple and obvious. You can count the money and put it in the bank. You can take the merchandise and stack it on the shelf. But opportunity seems abstract and ethereal; which it is not. For after all, opportunity is nothing more or less than the brain strength and capacity that experience has built for you. It is as concrete as dollars or dozens. It is as easily systematized and conserved. It is infinitely more fruitful in application. It is almost universally ignored at inventory time.

Set apart a few days this month, to take brain stock in your sales department. Memory is a tricky servant. Few of us are playing more than half the cards we hold in our hands. We develop a habit, and let it take command. Half our stock of brains becomes dead stock piled back in the corner out of sight. Better haul it out and take an inventory.

Get your men together this week and analyze this opportunity-asset of yours. Put things onto file cards where they will automatically keep themselves alive. Take a fresh look at the whole market. Work out a comprehensive plan of selling that will utilize all the tools that experience has per-

fectured for you. Spread out your stock in brains and look them over.

If the principle is proven right in the store room; it is certainly sound sense in the sales department.

THE UNREAD METER

It is characteristic of genius to happily hit upon the simple device that has lived so close to our eyes that nobody else has been able to discover it. And so we all say, "Why couldn't I have thought of that?" and adopt the inspiration as a matter of course. All of which is natural and proper.

Every enlightened central station man has realized long since that nothing pacifies the chronic kicker so quickly as for him to develop the habit of reading his own meter, and finding out why the wheels go round.

It has become standard practice to recommend that the consumer check his bills. Almost every company issues now and then some sort of instructions as to how to read the meter dial. Nevertheless, we all know that very few consumers do it.

There is no disputing the soundness of the theory. No householder will question for a minute that he should read his meter and check his bills. The grocer's bills are checked. The butcher's bills are checked. The electric light bill is paid on suspicion or in spite of it, or is disputed. And when the company points to the meter and stands pat, the customer rarely concedes its infallibility with any degree of satisfaction.

The trouble is that nothing has ever been done heretofore—so far as we know—to remind the customer (to read his meter) *at the right time*. The butcher and the grocer send home duplicate charge slips with the goods, and the careful housekeeper automatically impales them on a nail or a hook in the kitchen. Then when the monthly bill comes in, the verifying is a simple matter of comparison with the delivery slips. The simple system sustains itself.

The only way the consumer can secure an accurate check on his electricity bills is by making his reading on the day the company's reader calls, but the householder does not know what day that will be or what hour. The result is that the reader is in and out and gone and the customer's reading is forgotten. There is nothing to *automatically* suggest it.

And now comes the answer from Sault Ste Marie, in the Dollar Idea printed on Page 11 of this issue. Some genius has conceived the simple device that we all should have thought for ourselves. The Sault Ste Marie meter reader carries with him a customer's comparison slip and when he makes a reading, notes his figures on the blank, and personally hands it to a member of the household requesting that the comparative reading be made at once. Here's the automatic "can't-fall-down-er" that the situation needs.

Hand a man or woman such a slip with

the company's reading entered, a space for the consumer's figures, and suggest that it will only take a minute to do the trick, and you have administered the psychological impulse that should insure compliance in nine cases out of ten.

The average man and woman will take that slip and step to the meter at once; it is just like counting your change. For, in the first place, the consumer believes in it, and he means to do it, but heretofore he has habitually neglected the matter through forgetfulness and the absence of timely suggestion.

From the company's point o'view, this device seems to fit into the present system admirably. Somebody lets the meter man in. Somebody lets him out, and it need cause no delay for the reader to make out the comparison slip as he notes his regular record, and delivers it with a word as he passes out. And it will mean just this. Infinitely more people will read their meters, and every single consumer will be impressed with the open and honest sincerity of the company in its effort to secure verification of all bills.

\$300,000 FOR GAS

At the recent convention of the National Commercial Gas Association it was definitely decided to organize a formidable, national advertising campaign to promote the popularity of gas in all its applications. The association proposes to raise a fund of \$300,000 in real money to finance the project and to do it at once. This is no less interesting to the central station man than to the gas man, for the Society for Electrical Development stands now not only as an opportunity but as a necessity.

The Society has almost accomplished its financial establishment. The bulk of the \$250,000 it undertook to raise, has been acquired and the balance is assured. Unquestionably the great national movement for electrical development will be organized and an active influence before the great national crusade for gas is under way. It is a fortunate thing, because the gas man's campaign will bring an immense stimulus to the gas industry no matter what the electric man may do. There is soon to be a powerful agent at work aiding the gas man in your town.

There is no reason whatever for jealousy or conflict. The gas campaign will not hurt the central station and the electric campaign will not hurt the gas company. Every public utility will be benefited by the good influence which will result from the greater popular interest and appreciation. The public will feel a closer interest in *all* public utilities. Whether the central station or the gas company takes the most profit through local application will depend entirely upon the local activity of each.

No central station can longer afford to ignore the Society for Electrical Development. Here is \$300,000 going to be spent to boost gas, some of it in your town.

Put Your Local Newspaper Behind these National Magazines



THE 1913-14 campaign of the Electric Vehicle Association is now on. Over 22 millions of people will read the story of the Electric Vehicle in thirty-six magazines. Concrete facts and figures about the economy and dependability of Electric Pleasure Vehicles and Electric Trucks will be presented.

Now is the time for you to advertise Electric Vehicles in your territory. This national advertising is bound to reach readers of America's leading magazines who live next door to your Central Station.

This potent publicity is going to reinforce the impression made by the Association's advertising

in 1912-13. The Central Stations of this country gave us their loyal support then. Can we count on your active co-operation now? Remember, an advertisement for Electric Vehicles in your local newspaper during the progress of this campaign will link this nation-wide publicity to your Central Station.



ELECTRIC VEHICLE ASSOCIATION OF AMERICA

Boston

124 W. 42d St., New York

Chicago

An Example of Sign Personality

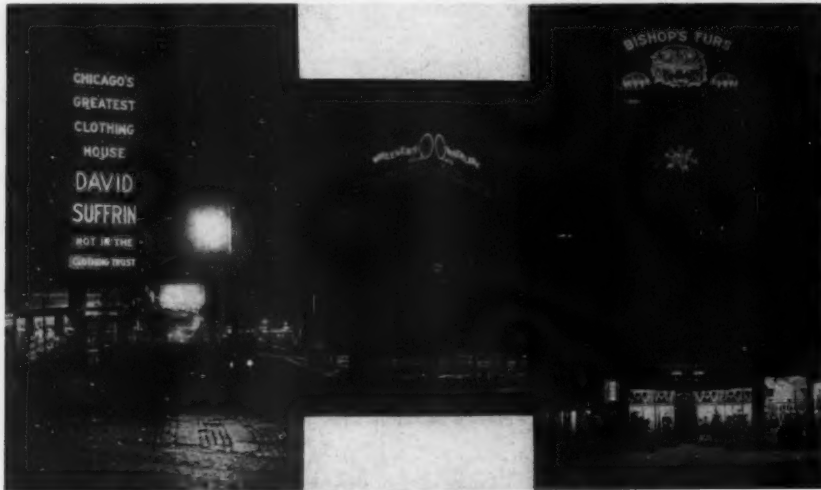
An interesting example of sign personality is afforded in three electric signs, which have just been built for two clothing stores and a fur shop in Chicago. They illustrate to a striking degree the fact that all signs of a class need not be alike, but that there is an infinite opportunity to design a sign

tion of two electric signs, which the Thos. Cusack Company recently erected for the Crown Piano Company and the Great Northern Hippodrome in Chicago. Through a misunderstanding, however, the article stated that the signs were sold and built with the cooperation of the Commonwealth Edison Company, which was not

the Cities Service Company will take over the properties and assets of the Utilities Improvement Company and the Consolidated Cities Light, Power & Traction Company. The preferred stock will be exchanged share for share, but each share of Cities Service Company common stock will be exchanged for two shares of Utilities Improvement Company or Consolidated Cities Company common stock. The 5 per cent bonds of the Consolidated Cities Company will remain outstanding. After these plans of consolidation have been put through, the Cities Service Company will have outstanding \$27,368,426 preferred stock and \$15,718,380 common. It will have about seventy operating companies serving a total population of about 2,000,000, and with gross revenues of over \$17,000,000. A London office will be opened, and several London directors added to the board.

New Officers of Alabama Light and Traction Association

At the annual meeting of the Alabama Light and Traction Association, the following officers were elected for the ensuing year: President, R. L. Ellis, manager of the Selma Lighting Company; vice-president, T. K. Jackson, manager of the Mobile Electric Company. H. O. Hanson, assistant manager of the Mobile Gas Company, was reelected secretary and treasurer. The executive committee consists of A. H. Ford, manager of the Birmingham Railway, Light & Power Company; C. C. Henderson, the former president of the Association; C. E. White, manager of the Montgomery Light & Water Power Co.; R. L. Rand, manager of the Anniston Electric & Gas Co., and A. R. Smith, general manager of the Demopolis Electric Light & Power Co.



Three Chicago signs with personality. Two of them burn over prominent clothing stores, the third over an exclusive fur shop.

for every merchant; one that will be his own personal message and entirely different from the signs of his competitors.

The Bishop Fur Store, located on State Street, is one of Chicago's most exclusive fur shops and demanded a sign of distinctiveness and character. The pictorial feature of the display, which they adopted, reveals the head and paws of an angry tiger with eyes of flame and fangs and claws bare. The words "Bishop's Furs" appear directly over the flashing tiger and the whole display makes an emblem, unmistakably that of a fur shop—one which establishes its identity in the midst of many competing signs. In this sign, the tiger effect is supplemented by a flashing border that shoots from both sides into a bursting star in colors. The front of the Bishop building offered a number of objectionable features, such as painted signs, fire escapes and an over-abundance of window decorations, which made it very difficult to design a sign that would dominate the building. The display occupies a space sixty feet in height on the front of building and seventeen feet in height on the roof.

The David Suffrin sign is striking, for it sets forth in a positive message of some length, the two chief claims of the Suffrin store. It embraces electric letters that run across the front corner and down the full length of the building and it is practically unescapable to people who pass through this part of Chicago at night.

The sign for Wheeler's Credit House at the corner of State and Adams Streets, utilizes the new heralite prismatic glass letters. The two revolving wheels symbolize the name "Wheeler's." The movement of the display is also enhanced by the fluttering effect of the streamers that bear the Company name. Directly under the firm name on the wheels, comes the message of the sign: "Clothing For Men and Women—Real Credit—Easy Payments." This sign is really made up of two complete displays; one on each side of the corner of the building, and they are creating a great deal of favorable comment in Chicago. All these signs were built and are maintained by the Thos. Cusack Company.

the case. These signs were all erected on locations entirely controlled by the Cusack Company, and the business was secured entirely by their own efforts.

Plans for Doherty Consolidation

Henry L. Doherty & Company has taken steps to consolidate three of its holding companies. Through an exchange of stock,

The THOR ELECTRIC HOME LAUNDRY MACHINE

Begins the New Year with the remarkable record of over 70,000 "Thors" sold. They work every wash day in almost every state in the Union.

The "Thor" is your big opportunity for 1914. Because of its economy and efficiency, it washes clothes spotlessly clean; saves 60 per cent of the wear on materials, and woman's drudgery.

Use the "Thor" as your prop and lever to all around appliance business. It costs so little to operate and maintain, that it's the best cure for your new customers' fear of the "high cost of doing housework electrically."

We will place a "Thor" in the home of any responsible party named by you for

15 DAYS' FREE TRIAL

Full information regarding our valuable co-operative selling plan and deferred payment proposition sent on request.



Equipped with two-roll reversible wringer

HURLEY MACHINE COMPANY

CHICAGO, 520 W. Monroe St.
LOS ANGELES, 3rd and Main Sts.
TORONTO, Atlantic and Liberty Sts.

NEW YORK, 1015 Flatiron Building
SAN FRANCISCO, 523 Mission St.

The December issue contained a descrip-

Sign Manufacturers Organize

Announcement has been made of a new organization in the electrical industry—the National Association of Electric Sign Manufacturers. Manufacturers of electric signs and illuminated advertising displays will be known as Class A members, and manufacturers of electric sign materials and accessories as Class B members. The objects of the new Association are announced as follows:

1. To combat hostile sign legislation, local and at large. To change unfair and restricted city ordinances pertaining to electric signs, and to oppose taxes and licenses on signs.
2. To disseminate a knowledge of the benefits of electrical advertising. This will be accomplished by means of advertisements, photos, and write-ups in the popular magazines, merchants' trade papers in all lines and through the press associations.
3. To promote the welfare of its members.
4. To maintain a bureau in charge of the secretary which shall safeguard members of the Association against employing agents or salesmen who have established a reputation for dishonesty with other companies.
5. To establish an "Association Standard" for high quality materials, workmanship and design, and to impress on the public the merit of "Association Standard" goods.
6. To combat the growing evil of stealing sketches and matching prices.

Triple Cooperation in a Percolator Campaign

Triple cooperation by the central station, the grocer and the baker ensured the success of the electric percolator campaign which the Commonwealth Power Company of Jackson, Mich., recently conducted. A young woman demonstrator went from one grocery store to another, serving doughnuts made by a local baker, with coffee brewed in the electric percolator. The central station sent out 3,500 descriptive folders on percolators with its monthly lighting bills and their customers responded in goodly numbers at the various grocery demonstrations. Because the baker benefitted by the increased demand for doughnuts, he willingly cooperated by paying for the demonstrator.

Each grocer's cooperation was secured by using the particular brand of coffee that he desired to push. The demonstration in each store occupied three days, and the triple cooperation resulted in the sale of a number of five-cup, seven-cup and nine-cup percolators, each at a reduction of \$1 below the usual retail price. Considerable general interest in this appliance was also aroused. The Commonwealth Power Company followed up the advantage gained by the grocery store demonstrations with percolator exhibitions in its own appliance salesroom during the last three days of discount on lighting bills when a large number of customers naturally visited the office.

C. R. Lurton

C. R. Lurton has been made manager of the Central Illinois Public Service Company, at Auburn, Ill.

E. S. Fletcher

E. S. Fletcher, local manager of the Texas Power & Light Company, has also been made manager of the plant at Taylor, Texas.

This Year

Don't Try To Do It All With Your Bare Hands

Give your salesmen tools to work with.

Plow and spread some fertilizer before them.

Put some seed in the ground.

Send the booklet, "*Electric Service*," to your prospects and customers as your monthly message. Keep telling them all about electricity and what it will do for them. Do your explaining and describing and arguing this way---*inexpensively*. Keep the high-cost salesmen busy selling.

Use these tools. Don't try to do it all with your bare hands.

Send for a set of back issues, and look them over.

You need this influence *NOW*.

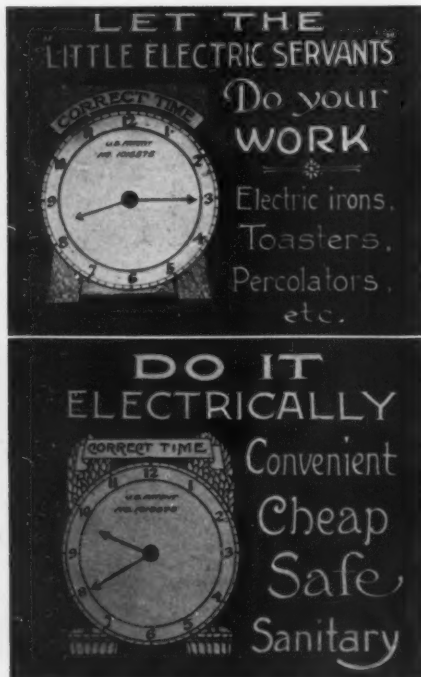
The Rae Company

17 Madison Avenue, New York City

A New Development in Central Station Lantern Slides

They Make an Effective Form of Advertising for Moving Picture Patrons

The Federal Light & Traction Company of New York City is using an interesting type of lantern slide in the moving picture houses of all the towns in which it operates. It combines a clock dial which periodically



Lantern slides used by the Federal Light & Traction Co. in moving picture houses. They keep patrons closely informed as to the time, and deliver a seasonable message as well.

throws "the correct time" on the screen, and some seasonable advertising message to popularize electric lighting and appliances.

H. W. Alexander, publicity manager of



Showing how the Federal Co. use their lantern slides in special campaigns.

the Federal company, who devised these slides, applies them to the Christmas and other special central station campaigns, as well as to day-in-and-day-out educational advertising. For example, the Christmas advertisement used by the Federal company

read: "A Suggestion. This Year Give Electrical Gifts. It Will Be a Reminder of Your Good Judgment." Another one of these slides was applied to a public safety campaign as follows: "Join the Public Safety Crusade. Wait Until Trolley Car Stops Before Alighting." The every-day messages are also good: "Do It Electrically. Convenient, Cheap, Safe, Sanitary." Or, "Let the 'Little Electric Servants' Do Your Work. Electric Irons, Toasters, Percolators, etc." And again: "Our Slogan. The Public Is

Entitled to Courteous Treatment, and to the Best Possible Service." In the latter instance, an electric switch was pictured instead of the clock, with the words, "A Twitch of the Switch—That's All."



OUTDOOR ADVERTISING EVERYWHERE

The O.J. Gude Co., N.Y.

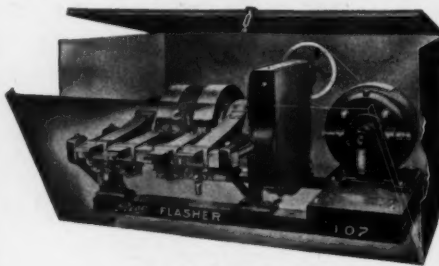
Originators of Spectacular Electric Sign Advertising, and of the "Great White Way," New York City

Owners of Electric Moving Sign U. S. Patent No. 648,677

A RECO Flasher for Every Sign You Sell

Make that your slogan for 1914.

RECO Flashers will be used on more of the big sign displays than ever before—on more of the small merchants' signs which need RECO Flasher *force, life and personality* to compel the attention of the passing crowds.



Reco Sign Flashers
Standard types and special designs. Many exclusive features of superiority.

They need RECO Lamp Hoods, the source of RECO Sign beauty, color and distinction.



Reco Lamp Hoods
Natural colored glass. All sizes, all colors. Stay on, securely held.

REYNOLDS
ELECTRIC FLASHER MFG. CO.

Largest Manufacturers of Flashers in the World.

Also Manufacturers of Billboard Reflectors, Transformers, Time Clocks, Window Displays, Etc.

617-631 W. Jackson Blvd., Chicago

1123 Broadway, New York

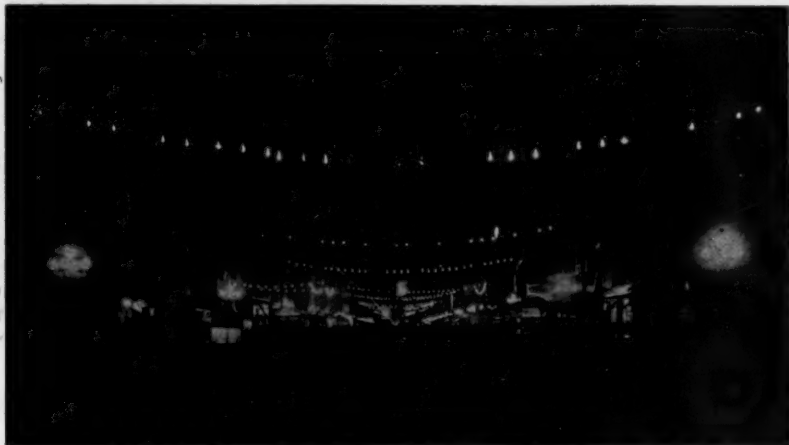
Salina Holds a Festival

And the Booth of the Central Station May Be a Permanent Park Display

During a recent celebration in Salina, Kansas, known as "Festival Week," the business street of the town was one blaze of electric light, and the various merchants erected booths along the curb in front of their stores. All the local newspapers were

other exhibitor did, but the neighbors wanted it to stay where it was. Accordingly, it was left standing for a week after every other vestige of the celebration had been stripped down.

There has even been some talk in Salina of preserving the booth as a permanent civic display, installing it at the entrance to the public park, and changing the sign on top to read, "Welcome." Mr. Schornstein

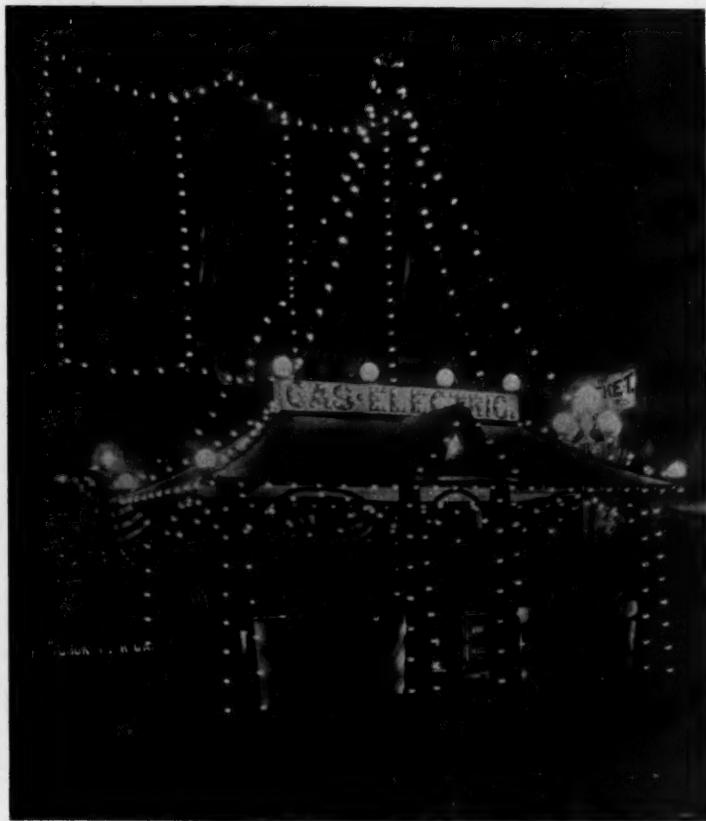


Showing electrical decorations during "Festival Week" on the business street, Salina, Kan.

agreed that the handsomest booth in the display was that installed by the sales department of the Salina Light, Power and Gas Company in front of the company office.

This booth was designed by Fred E. Schornstein, the manager of the company,

has already notified the City that if it will pay the contractor's bill for the lumber used in the booth, the lighting company will donate all the rest of the material as a permanent installation. Hence, it is fairly possible that Salina may have this distinctive entrance to its park.



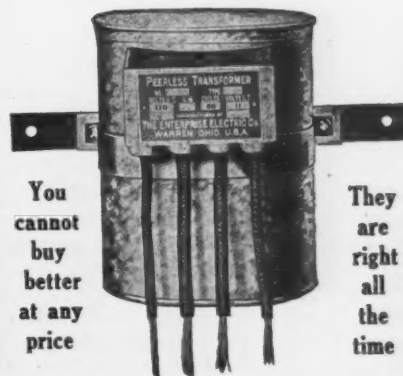
The carnival booth of the Salina Lighting Company was the leading display during "Festival Week" in Salina, Kan. Many Salina citizens now want to make it a permanent display at the entrance of the local park.

and was very cleverly arranged with over 1,000 vari-tinted electric lights that matched the festival colors used in the decorations. The display directly resulted in the sale of 1,623 lamps, eight vacuum cleaners, and a large number of other appliances. A large number of promising prospects also were secured.

As soon as the festival was over, the Salina Light, Power and Gas Company started to dismantle its booth just as every

The part that the lighting company played during "Festival Week" in Salina is one evidence that a progressive manager is at its head, and there are other evidences. The Plymouth Congregational Church of that town now has an electric sign at each of its two entrances, flashing the welcoming word, "Come." The newspapers have been loud in their praise of Mr. Schornstein's enterprise in adding a large number of new electric signs to Salina's nightly display.

Sign Transformers



You
cannot
buy
better
at any
price

They
are
right
all
the
time

No SIGN TRANSFORMER will give you better service or more satisfied customers than

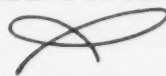
PEERLESS

THE ENTERPRISE ELECTRIC CO.
WARREN, OHIO



**"American"
Beauty"
Electric Iron**
The Best
By Ironing Board
Test

**GUARANTEED FOR
ALL TIME**



American Electrical Heater Company
1335 WOODWARD AVE.
DETROIT, MICHIGAN, U.S.A.
OLDEST AND LARGEST MAKERS





The Time When It Comes Easiest

By R. H. PERLEY

Sales Department, Blackstone Valley Gas and Electric Co., Pawtucket, R. I.

Here is a plan that we have successfully worked during house-wiring campaigns, and which may be of value to other central station new-business managers who, for obvious reasons, do not care to make a house-to-house canvass for prospects during their wiring campaigns. We have our solicitors watch for people who are making improvements in their houses.

A man who is building an addition, putting on a new porch, painting his house, or installing a new heating system, will, in many cases listen more readily to the wiring man than he otherwise would. Hence, the practice of keeping your solicitors constantly on the watch for this type of prospects is likely to round up during house-repairing seasons a considerable number of wiring contracts that at other times probably could not be secured.

Electric Vehicles for Emergency Service

Nine hospitals in New York City now use electric ambulances and find that they admirably meet the need for noiseless, reliable vehicles. Electric police patrol wagons and fire engines are also being used with success in several cities.

Here is a specific example of another advantage of electric vehicles for fire service—economy. A certain horse-drawn fire engine cost the Brooklyn (N. Y.) Fire Department \$549.28 for one year's service. It was supplanted by an electric fire engine in April, 1912, which answered 319 alarms in twelve months and cut the cost down to \$188.74 for this period of time. The reports from municipal departments of various cities regarding the electric vehicles for "hurry-up" services are so favorable that they are rapidly securing a firm foothold in a field that not so very long ago was tacitly left to the gasoline car.

\$1,000 Prize for Best Paper on Advertising or Selling

Advertising & Selling, the well-known magazine devoted to the subjects suggested in its title, has authorized the Associated Advertising Clubs of America to announce a prize of \$1,000 in cash, which it will pay at the annual convention of the Association at Toronto, Canada, in June, 1914—and every year thereafter until further notice—to the person who writes the most vital and helpful essay on a sales or advertising subject, in the opinion of the Official Awards Committee of the Associated Clubs and the Editorial Advisory Board of *Advertising & Selling*. The prize is open to anyone, and no rules of any kind regarding the length or the subject to be treated are laid down. The contest closes May 15, 1914. All contributions must be sent to John K. Allen, Chairman Program Committee, Associated Advertising Clubs of America, care of *Christian Science Monitor*, Boston, Mass.

In the circular which it has issued relative to the contest, *Advertising & Selling* has outlined a number of suggestions for possible papers devoted to advertising or sales subjects, which offer the same opportunity to men in the electrical field with a real advertising or sales message as to experts in any

other industry. This circular, and other information regarding the contest, will be gladly furnished, on request, by the editor of *Advertising & Selling Magazine*, No. 95 Madison Avenue, New York City.

"Customers' Information Book"

"Customers' Information Book" is the title of an interesting little booklet which the Minneapolis (Minn.) General Electric Company, one of the "Byllesby properties," is distributing among its patrons. It is a real man-to-man message—a frank explanation of the company's policy and the reasons for it, and a broad-gauge appeal to the public to meet this fair treatment and cordial attitude half way.

The following subjects are briefly described in the publication: The Company's red-tapeless system of offering service; its pulmotor emergency service and free fan service to indigent invalids; its sales department and equipment for dealing with service troubles; its liberal policy of doing business on a credit basis; instructions

for discontinuing service; the Company's plan of cooperation with electrical contractors; the reliability of electric meters, and the Company's willingness to cooperate when meter troubles arise. One page is given over to definitions of the watt, the kilowatt, the watt-hour, and the kilowatt-hour. The final pages of the book are devoted to a thorough explanation of the basis of the company's rates, and the rate schedules for various classes of service.

Claude H. Cox

Claude H. Cox, who resigned the management of the electrical department of the Coeburn (Va.) Light & Power Company last April to travel, has resumed his position.

V. T. Noonan

Victor T. Noonan of the Rochester (N. Y.) Railway & Light Company has been appointed safety inspector for the Western New York district by the Empire State Gas & Electric Association.

Packard TRANSFORMERS

are constructed with a well balanced combination of operating characteristics.

No single feature has been emphasized at the expense of others equally important to successful and continuous service.

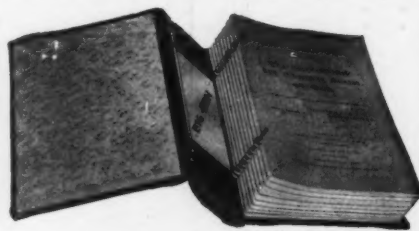
Packard construction includes silicon steel cores and vacuum drying and impregnation with an oil-proof compound.

They are manufactured in all sizes, all voltages and for all purposes.

Send for our latest bulletins.

THE PACKARD ELECTRIC COMPANY

342 Dana Ave., Warren, Ohio



Bind Your Copies of Electrical Merchandise with a BIG BEN BINDER

It's the best way to keep your sales suggestions handy for ready reference.

The simple, strong mechanism of the Big Ben makes it only an instant's job to insert and lock the issues so that they will not work loose or uneven. Opens flat to every page. Durable buckram binding.

We carry the Big Ben Binder. The price is only \$1.25. Order NOW from

THE RAE COMPANY

17 Madison Avenue

New York



Waterfall Sign for Puget Sound Company

An electric sign, 200 feet long by sixty feet high, has been installed on the power house of the Puget Sound Traction, Light & Power Company at Dieringer, thirty miles from Seattle, Wash. The flashing feature of the sign is a waterfall effect which is appropriate to the location of the power house on White River. The verbal message of the sign reads, "White River, Reliable Power; Best Light—Service, Bellingham, Everett, Seattle, Tacoma." The names of the cities are constantly



This new waterfall sign of the Puget Sound central station advertises power, light and service throughout the surrounding territory, and to the passengers of all incoming trains.

flashing on and off, but the rest of the message remains stationary so that it is never lost to passengers traveling on the following trans-continental railroads: Northern Pacific, Great Northern, Chicago-Milwaukee and Puget Sound, Burlington, Union Pacific and Southern Pacific, all of which trains enter the city of Seattle.

The sign was built by the Greenwood Advertising Company (Western) of Los Angeles, Cal., and the flasher and color caps were furnished by Betts & Betts of New York City.

Nitrogen Lamps for Panama Exposition

The new nitrogen-filled electric lamp, which was developed by Dr. Irving Langmuir of the research laboratory of the General Electric Company at Schenectady, N. Y., will be put to general practical use for the first time at the Panama Exposition in 1915. It will be the standard lighting for all the small courts, as well as throughout the great central court—the Court of the Sun and Stars. The lamps will vary between 1,525 and 2,500 cp., and there may be a few as high as 5,000 cp. It is expected that the unusual brilliancy and beauty of the nitrogen lamp which represents another step forward in tungsten development, will particularly lend themselves to the show purposes of the exposition.

Mammoth Sign for Scranton

It is rumored that the International Correspondence School will build the largest electric advertising sign in the world to be erected in Scranton, Pa., a city already famous for its outdoor displays. It is understood that the proposed sign will be 420 feet long, and 48 feet high, and containing forty-eight letters. The sign will read, "International Correspondence School We Teach the World," in letters twelve feet high.

259 Prospects Secured at North Yakima Electric Farm Exhibit

One of the principal features of the recent Walla Walla (Wash.) County Fair and the Washington State Fair (North Yakima, Wash.) was the "Electricity on the Farm" exhibit of the Pacific Power & Light Company. The exhibit was housed in a large tent, 100 by 30 feet, and every type of farm machinery was installed. A number of booths situated at the entrance to the tent were rented to local supply houses and dealers. A "modern farm house" made up part of the display.

H. S. Wells, new-business manager of the Pacific Power & Light Company, gives out the following figures for prospects secured at North Yakima: twenty-one prospects for incubators; thirty-eight prospects for domestic water system; (in addition, several plants were sold outright) ninety prospects for apple-wiping machines; about forty good prospects and ten sure sales for milking machines; and sixty prospects for feed mills and ensilage cutters.

The supply houses secured about fifty prospects on appliances, the modern farmhouse, which included a sitting room and a dining room equipped throughout with electrical appliances, developed nearly thirty prospects on Copeman ranges, twenty-five on vacuum cleaners and forty-four on general appliances. Two line extensions were signed up, one for sixteen customers and one for seven customers, both in the Selah District.

Representatives from the General Electric and Westinghouse companies assisted the regular sales force of the Pacific company. The liberal support of the newspapers and the spectacular illumination of the farm exhibit by night were factors in its success. A careful and systematic "follow-up" canvass was made of all prospects secured during the fairs, which helped materially in making the business sure.

The Electric Flatiron as a Tea and Coffee Premium

A practice of long standing with the popular-priced tea and coffee stores is to offer household utensils as premiums with their wares. The Great Eastern Coffee & Tea Company of St. Louis, Mo., has brought this practice thoroughly up to date by offering an electric flat iron in part as a premium with its teas, coffees, and other specialties. This iron, the regular price of which is \$3.25, is given to any customer on payment of \$1.50 and an agreement to purchase a reasonable quantity of Great Eastern products during the ensuing six months. Advertisements were published in the St. Louis newspapers, and other local mediums.

New Subsidiary for the United Gas & Electric Corporation

A new corporation, known as the United Gas & Electric Engineering Corporation, opened its office at No. 40 Wall Street, New York, and New Orleans, La., on December 1. The corporation was formed under the laws of the State of New York, and with an authorized capital stock issue of \$100,000, all of which was purchased for cash, at par value, by the parent company, The United Gas and Electric Corporation. The officers are: President, George Bullock; vice-presidents, S. J. Dill, J. S. Pevear; chief engineer, B. F. Wood; secretary, Henry Morgan; Treasurer, H. J. Pritchard; commercial manager, H. N. McConnell; purchasing agent, F. G. Robinson.

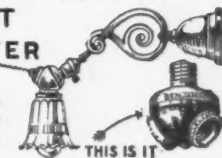
The new corporation will carry on a general consulting and contracting engineering business in all branches, and will render such service as may be required by the subsidiary companies of The United Gas and Electric Corporation and the American Cities Company. It will also engage in the purchase of equipment, supplies and material of all kinds, particularly for the construction and operation of railways, both steam and electric, electric light companies, gas companies, steam heat and water companies. The new corporation has taken over the entire business of the purchasing department of The United Gas and Electric Corporation and all of its contracts and obligations outstanding.

Bowling Their Way to Cooperation

For some time past, the Pittsfield (Mass.) Electric Company has maintained a social policy with the view to developing more intimate and cordial relations with the local electrical contractors. Last summer, it arranged outings for the contractors and their employees which proved very successful. Now that the cold weather has set in, the company has formed a bowling league, which consists of teams from three of the leading department stores, a team from the Berkshire Electric Company, another made up of the pick of two other electrical contracting companies, and a team from the central station. The rolling is purely for fun, and it is breeding a helpful cooperative spirit between the contractors, the central station, and the department stores, as well.

BENJAMIN TWO-LIGHT PLUG CLUSTER

For Doubling the Capacity of Your Sockets Without Extra Wiring



It just screws in—and the work is done. You have one light, but want two. Or you want to run an extra wire to another point for connecting some electrical appliance—fan, heater, curling-iron, flatiron, chafing dish, etc., and still keep your light burning. You need not rewire the place to do it.

Benjamin Plug Cluster Does the Work of Two Sockets.

For sale by all Electrical Dealers

BENJAMIN ELECTRIC MFG. COMPANY

120-128 So. Sangamon St. CHICAGO



A "Shop-Early" Christmas Sale

The Edison Electric Illuminating Company of Brooklyn conducted its electrical Christmas display and sale at the "Edison Shop," this year, on a "shop-early" basis. A very attractive invitation was mailed to the company's customers, which announced that the display would continue from December 8 to December 13, and that the Edison Shop would be open from 9 a. m. to 9 p. m., daily. The Brooklyn public fell in with this "shop early" idea to such an extent that the daily sales averaged \$400, embracing all the staple Christmas appliances. Of course, the sale was continued throughout the Christmas season. The dates specified on the invitation were just a device to draw the people out early.

A complete line of appliances was displayed in true Christmassy fashion. The Edison Shop was beautifully lighted and decorated and a pleasing feature was the Christmas tree, which was hung with more than 500 miniature tree lamps. Visitors were entertained with music and electrically cooked refreshments. Miniature window signs caught the eyes of passers-by with the message, "Christmas Suggestion, Do It Electrically."

A Waste-Proof Water Heater

The Cutler-Hammer Manufacturing Company of Milwaukee, Wis., has added a new 660-watt design to its line of water heaters. The new heater has a water capacity of three quarts, and this interesting device for guarding against the waste of current. A small pilot lamp is mounted in the base of the heater, under a ruby glass lens, which serves as a signal light to show when the current is on, and as a reminder to switch



it off when the heater is no longer required. A flush switch is mounted in the base, the two buttons of which facilitate the operation of switching on and off the current.

Because of its low consumption of current, this appliance can be attached to any lighting circuit. It is used during cold weather in buffets, restaurants, drug stores and other places where hot drinks are in demand, also in the home whenever hot water is wanted quickly for any purpose. The glass globe is frosted and decorated with cut glass stars, and the base is heavily nickel-plated. The heating unit is of a type that can be readily renewed.

The Dirt-less Workman



Your Company Name
Goes Here

How Much Does It Cost You To Argue?

Before your salesman calls on a Residence Prospect send a copy of "The Dirtless Workman" to do the describing and the explaining and the arguing in advance. Then when the salesman calls, the prospect knows what he's talking about and isn't full of a lot of prejudice.

It costs a few cents to send the booklet. It costs hours of time in follow-up calls when the way is not prepared before the salesman rings the bell.

If you haven't seen a copy of "The Dirtless Workman"—Ask for it now. You'll need the booklets before many weeks.

THE RAE COMPANY

17 Madison Ave.,

New York City

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We have reprinted this article and diagram for framing.
Size, 22" x 28".

Hang it on your wall where you can show it to customers
who think their bills are too high.

(The article was published in *Electric Service* last November.)

Why the Bills Grow Fat and Thin

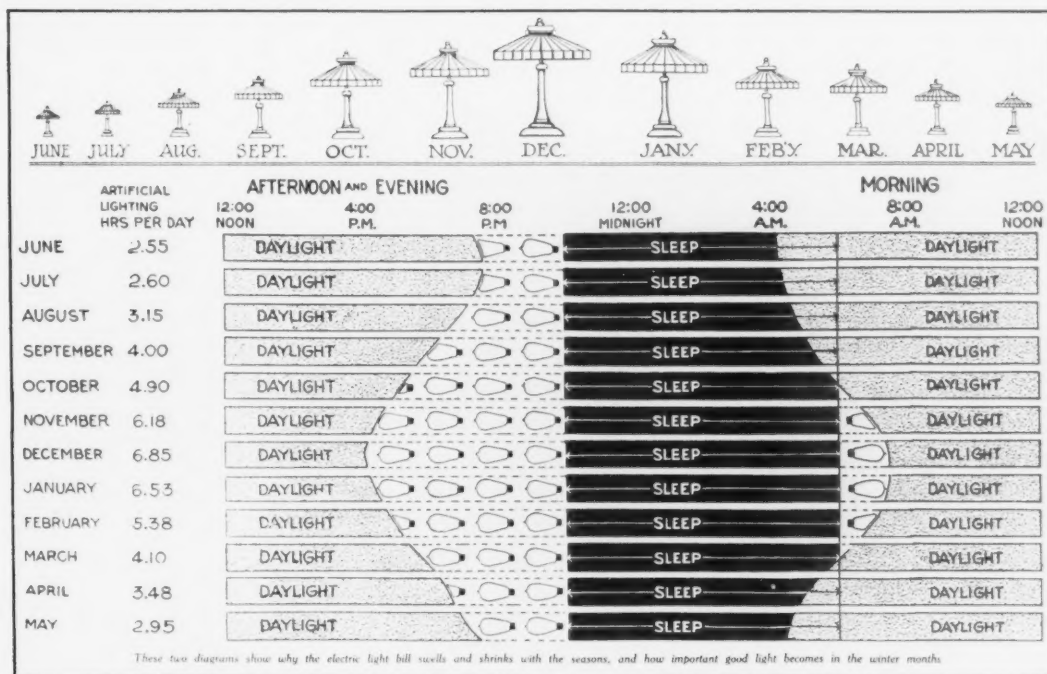
How the Calendar Influences the Quantity
of Electric Current You Use

WHEN spring weather comes along each year and the furnace is excused for the summer, we heave a grateful sigh and say, "Thank heavens! No more coal bills for a while." And then when October comes, we light the fire and shoulder the coal bills again as a matter of course; we know that the cost of our coal is bound to rise and fall with the seasons.

Because our bills for electric light are so small in dollars

day in December than in June. To be exact, there are 62 per cent of them dark in December, to 37 per cent in June. But what we are concerned with is not the *whole* day but the "electric light hours"; the period between dusk and bedtime, when the lights are being used. And that's a different story.

How these "electric light hours" change with the seasons is shown in the two diagrams. Because bedtime remains fixed the year around (10 o'clock we've figured it here), and because



compared with our coal bills, meat bills, grocery bills, and the other regular fixed charges of housekeeping, we don't pay much attention to them. But along about December, we're surprised to notice that this light bill is much bigger than usual—not in dollars, understand—but in proportion.

"How's this?" we say. "Here's this bill for two dollars. A little while ago, I remember, it was only one dollar."

So we investigate and we find out that it's the calendar, up to its old tricks.

We all realize that there are more hours of darkness, each

the hour of dusk keeps creeping forward every night from June 21 to December 21 and back again from then until the next June, there are actually *over three times* as many "electric light hours" in December as there are in June. To give the figures again, there are 65 hours in June, when we are using electric light, against 205 hours in December.

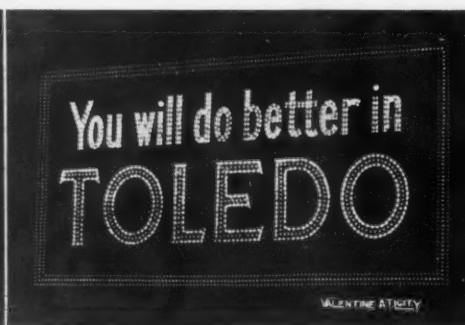
The amount involved is small in any event, compared with other housekeeping costs, but nevertheless, lots of people have never stopped to figure out just why the electric light bills grow fat and thin.

Send 25 cents for two copies for framing. It will settle many disputes.

THE RAE COMPANY

17 Madison Ave.

New York City



The New Toledo Slogan Sign is a Valentine Sign

The biggest civic sign ever built.
It burns 7,000 lamps.

A triple overlay sign consisting of
3 brilliant flashing displays.

First a speeding railroad train--then
a huge lake freighter ploughing through
the waves--then the slogan, "You Will
Do Better in Toledo," flaming in 12-foot
letters.

All the local papers featured the
sign. Many national magazines and news-
papers want to reproduce the pictures.

It is Toledo's greatest advertising
asset--a spur to its business men--a strong
appeal to outside manufacturers who
"will do better in Toledo."

The Toledo Railways & Light Co.
gave the sign and earned a well deserved
success.

*Valentine did the rest--Valentine's
cooperation, equipment, resources.*

Our original sign displays have
strengthened the influence of many
towns and cities. We can do the same
for your city.

TOLEDO SLOGAN
SIGN IS DEDICATED
AMID CHEERING

Thousands Watch as Mayor
Whitlock Accepts Gift
for City.

LARGEST OF ITS
KIND IN THE WORLD

Formal Transfer Is Made by
President Coates of
Rail-Light.

"YOU WILL DO BETTER IN
TOLEDO"

Amid cheers from thousands of
throats, Mayor Brand Whitlock
last night stood upon an improv-
vised platform in front of the old
postoffice at St. Clair and Mad-
ison and moved into place the
switch that set in operation the
great slogan sign presented to
the city by the Rail-Light Com-
pany--the largest electric sign in
the world.

During the half hour that the
preliminaries occupied, street car
traffic on St. Clair street was
brought to a standstill, spectators
thronging the corner of Madison
and St. Clair forming a solid
mass of humanity down St. Clair
street stretching as far as the
Valentine building, on the top of
which the sign is erected.

The sign was created by
President Frank R. Coates on be-
half of the Rail-Light Company
to W. L. Dwyer, president of the
Commerce Club, who in turn pre-
sented it to the citizens of Toledo
thru Mayor Whitlock, who ac-
cepted the sign officially by
throwing into place the switch
that turned the electric current
into the bulbs and setting the
massive structure in operation.

Good Pays.
Lower's Band played upon the
platform at the corner of Madison
and St. Clair street from 7:20
until a few minutes after 8, when
Frank L. Mulholland, acting as chair-
man, made the following opening
remarks: "The Commerce Club is
grateful to the citizens of Toledo
for the support it has received from
them in the past and let me urge
that this support be continued in the
future. Men and women in every
walk of life must cooperate to make
Toledo a better place in which to
live."

We must be thankful to the
Rail-Light Company for this new sign
and to the citizens of Toledo for
their support.

This clipping is from
the Toledo Times

OL LXIII, NO 297

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'MID SPEECH AND MUSIC SLOGAN WILL BURST FORTH IN LUMINOUS PROCLAMATION

Ceremonies Attending Formal Presentation and Dedication of Municipal Sign Will Be Held Wednesday Evening at Old Postoffice Corner

Everything is ready for the dedication of the great Toledo slogan, which will be a Wednesday night will illuminate the slogan to the world. "You Will Do Better in Toledo." The slogan, which is the most brilliant and most modern of its kind ever made, and the most beautiful and most modern of its kind ever made, will be illuminated by 7,000 lamps, which will burn for 12 hours each night.

The slogan was illuminated and tested at 10 o'clock after midnight Wednesday night. The slogan, which is the most brilliant and most modern of its kind ever made, will be illuminated by 7,000 lamps, which will burn for 12 hours each night.

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Toledo Slogan: Its Story in Brief

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This clipping is from the Toledo Blade

Valentine Electric Sign Company

Atlantic City, New Jersey

